

# LIFE

MARILYN MONROE  
AND JANE RUSSELL  
IN  
'GENTLEMEN PREFER BLONDES'



20 CENTS

MAY 25, 1953



ANNOUNCING THE EXQUISITE NEW PATTERN

# Reigning Beauty



by  
*Heirloom  
Sterling*



Introducing a completely *new* mood in sterling! Aristocratic new Reigning Beauty\* by Heirloom® Sterling, a magnificent blend of clean-swept modern lines with rich traditional detail. Created of solid silver—to live proudly in the house of today and *tomorrow*. A century of constant use won't dim its charm! See Reigning Beauty, newest Heirloom Sterling triumph today... a 6-piece place-setting is just \$28.25, including tax.

\*Trade Marks. Copyright 1953, Oneida Ltd., Oneida, N. Y. Prices subject to change without notice.

Copyrighted material



# B.F. Goodrich Tubeless Tire

Check these low prices for LIFE-SAVER® protection!



FORD



CHEVROLET



PLYMOUTH



NASH

6.70—15 LIFE-SAVER  
**\$29.95**  
EACH, PLUS TAX  
AND YOUR OLD TIRE



MERCURY



DODGE



STUDEBAKER



PONTIAC

7.10—15 LIFE-SAVER  
**\$32.95**  
EACH, PLUS TAX  
AND YOUR OLD TIRE



OLDSMOBILE



BUICK



DE SOTO



HUDSON

7.60—15 LIFE-SAVER  
**\$36.95**  
EACH, PLUS TAX  
AND YOUR OLD TIRE



CADILLAC



LINCOLN



CHRYSLER



PACKARD

8.00—15 LIFE-SAVER  
**\$39.95**  
EACH, PLUS TAX  
AND YOUR OLD TIRE

PRICES SLIGHTLY HIGHER FOR WHITE SIDEWALLS

WE HEAR THAT SOME PEOPLE hold off buying LIFE-SAVERS because they think the price must be pretty high. See what you think after you look at this chart.

Yes, B. F. Goodrich LIFE-SAVER Tubeless Tires do cost a little more than a regular tire and inner tube. Less than a third more. But that's all. Not twice as much, as some people assume. Or as some premium type tires and inner tubes do.

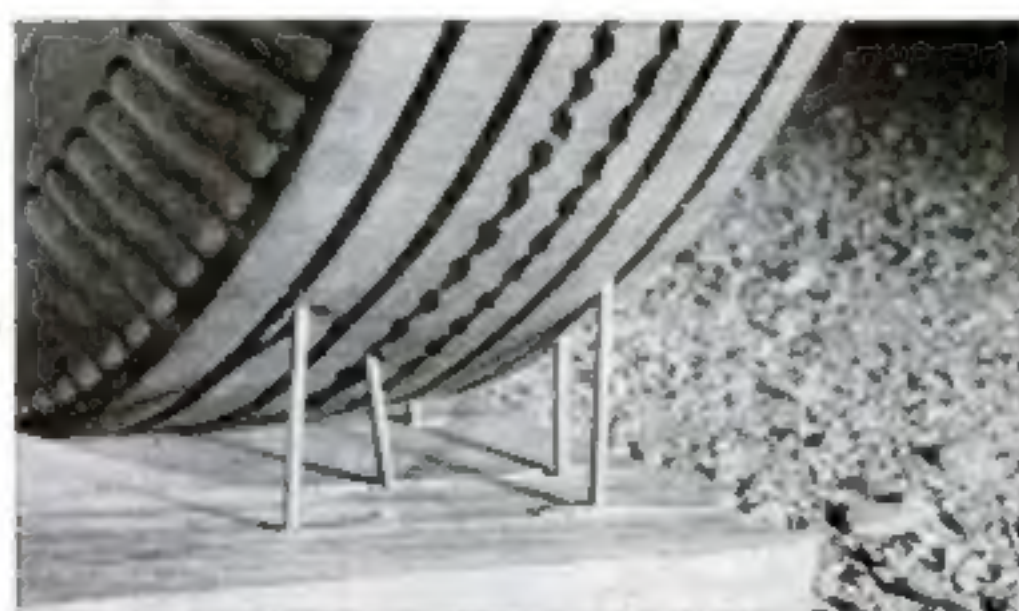
And LIFE-SAVERS cost less than a regular tire and blowout protecting inner tube.

Yet the protection they give is beyond price. Protection only the Tubeless Tire can give. Protection that, as one user writes, "takes the 'gamble' out of driving." It's an example of how putting you first keeps B. F. Goodrich "First in Rubber."

Before deciding you can't afford LIFE-SAVERS, read what they do, below, and get the price for your size from your BFG retailer or car dealer. Ask about convenient terms. After all, it's your life. And perhaps your family's.



**PROTECTS AGAINST BLOWOUTS.** Most blowouts result from a bruise-break inside the tire wall. In tires with tubes, the tube bridges the break. It is pinched and the tire blows out. The LIFE-SAVER has a patented liner instead of a tube. A bruise-break causes only a small leak, with time to stop safely.



**SEALS ITS OWN PUNCTURES.** Patented sealant under the tread seals punctures instantly, plugs hole permanently after the nail is removed. No air loss. Typical example: J. F. Kotlar of Sheboygan, Wis., pulled 8 nails from his LIFE-SAVERS, didn't get a flat.



**DEFIES SKIDS.** In wet road demonstration at 30 mph, car on LIFE-SAVERS stops a car-length sooner than car on regular tires. Thousands of tiny grip-blocks, 16 to the inch, wipe away water, grab the road.

**5 YEARS AHEAD IN USE & PROOF**  
48 49 50 51 52 1953

**...it can be your LIFE-SAVER®**

TUNE IN "THE BURNS AND ALLEN SHOW" CBS-TV

Find your BFG Retailer in the Yellow Pages under "Tires", or send coupon for his name and address.  
Address: Dept. P-11, The B. F. Goodrich Co., Akron 18, Ohio.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

We'll be glad to send information to tire and auto dealers on availability of BFG dealer franchise. If interested, check ☐





**PEPSODENT** gives you a

# Clean Mouth Taste for Hours

thanks to **ORAL DETERGENT** discovery!

Pepsodent's exclusive **ORAL DETERGENT** cleans your teeth cleanest. And the cleaner your teeth . . . the better you fight the cause of bad breath and tooth decay.

What's more, you can prove it to yourself . . . with Pepsodent you'll find you have a Clean Mouth Taste that lasts for hours. Lever Bros. Co. unconditionally guarantees your satisfaction or money refunded.

Only **PEPSODENT** cleans your teeth cleanest  
that's why you get a  
**Clean Mouth Taste for Hours !**

Try the new Pepsodent Chlorophyll







## Splendid Send-Off!

A YOUNG MARRIED COUPLE's first car is bound to be among their most treasured possessions.

So it should boast both beauty of design and the lasting sturdiness of careful body engineering. And there can be no question of this—if their car has Body by Fisher.

For—even the luggage compartment beneath that "Just Married" sign gives the bride's trousseau in its shiny new luggage the protection of a scientifically tested compartment lid to make it as theftproof as possible.

Yet—this small example of engineering thoroughness is only one of the many reasons so many motorists call Body by Fisher—"the best body built."

With Body by Fisher—you can also bank on such further benefits as highly styled design—and deeply cushioned comfort.

It must be remembered, though—that these added luxuries are yours on only five cars—Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac. These favored five alone give you the finest excellence of Body by Fisher.

Body by *Fisher*

Exclusively Yours on the five General Motors cars:

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

This One



HQNT-2DB-JSNW

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# Science throws new light on THE "MEAT" OF FRESH ORANGES!



The walls of the juice sacs and segments, as well as the juice of the orange, are remarkably rich in health factors.

## HEALTH FACTORS FOUND IN THE "MEAT" OF FRESH ORANGES (in walls of the segments and juice sacs)

<b>PROTOPECTINS</b>	Help prevent many digestive ills and upsets in both adults and children. Aid regularly. Improve digestion, so you get more good from the food you eat.
<b>INOSITOL</b> (of the B vitamins)	One of the lipotropic substances credited with protecting the liver from harmful fatty deposits. Similar deposits are associated with hardening of the arteries and other degenerative diseases.
<b>BIOFLAVONOIDS</b>	Research indicates the bioflavonoids strengthen the tiny blood vessels of the body—help them keep elastic and youthful in their function.
<b>PRO-VITAMIN A</b>	Pro-vitamin A is changed in the body to vitamin A, which is necessary for children's growth and important for normal vision and healthy skin.
Oranges are rich in all four of these factors. The peeled whole orange contains 10 times as much protopectin and bioflavonoids, 3 to 6 times as much pro-vitamin A, and up to twice as much inositol as the strained juice alone.	

*The Protopectins*—recently introduced to the public—and 3 other remarkable health factors in oranges are supplied largely by the "meat" of the fruit. Here's what they do for you...  
important new reasons to EAT oranges daily.



To Peel an Orange—Score skin in sixths. Strip off, leaving white material that clings naturally.

### Eat an orange a day, nutritionists now advise.

Orange juice, long famous for its vitamin C and other essentials, is a wise and delightful health habit. But nutritionists now point out that when the fruit is eaten whole, all the vitamin C is obtained and the other factors as well.

Among the eating fruits you give your family, don't fail to include fresh

oranges. See that each member of the family eats at least one orange a day. **Keep a bowlful** of Sunkist Oranges handy for snack-time and bedtime eating. Include one in every lunch box. Sunkist Oranges are tree-fresh, hand-selected. They are the finest grown anywhere in the world.

CALIFORNIA-ARIZONA VALENCIA ORANGES

# Sunkist®

BEST FOR EATING—BEST FOR JUICE!



# WHY SWELTER THROUGH ANOTHER HOT SUMMER?

Sleep in cool, cool comfort with a dependable General Electric Room Air Conditioner!



**No more sleepless nights.** You won't twist and turn all night long on soggy sheets when you own a G-E Room Air Conditioner. There's no mugginess. You enjoy cool, even temperatures. You breathe clean, filtered air.



**You sleep relaxed**—awake refreshed. In addition to cooling, a G-E Air Conditioner filters out dust and dirt. Reduces pollen. Kitten-quiet operation assures you of undisturbed sleep.

ABOUT  
**\$390\***  
WEEKLY

**G-E automatic temperature control—**  
set it as you desire—cooling effectiveness  
is controlled automatically!



**T**HE instant you switch on your G-E Room Air Conditioner, refreshingly cool, de-humidified air flows into the room. You simply set the control—cooling adjusts automatically to temperature changes.

**For home or office.** Choice of two models to provide cool, cool comfort for rooms ranging in size from approximately 300 to 500 sq ft. Each model has a dependable, factory-sealed refrigeration unit with a 5-year warranty. Easy installation, no expensive remodeling or plumbing is necessary. No water pans to empty, no TV or radio interference.

**So why not sleep,** work or just plain relax in true comfort. For modern air conditioning, insist on a General Electric Room Air Conditioner. See your G-E appliance dealer soon. Look for his name in your classified telephone directory. General Electric Company, Louisville 2, Kentucky.



**ROOM AIR  
CONDITIONERS**

\*After small down payment. See your G-E dealer for exact terms. Prices and specifications subject to change without notice.



**Removes up to 3 pints** of water from hot, muggy air in the first hour of operation with model FA75A. You awake refreshed from a restful night's sleep in humidity-free comfort.



**G-E gives you 3 air directors** which send cool air to every corner of the room. Because you can direct the air, drafts and over-chilling are avoided. Efficient filters remove dust, dirt and pollen from the air. In a recent survey, 4 out of 5 owners reported that allergy sufferers in the family found relief with the G-E Room Air Conditioner.



**Kitten-quiet** and so very dependable. A General Electric Air Conditioner gives quiet, efficient performance. The factory-sealed refrigeration unit is backed by a 5-year warranty.

**General Electric  
gives you these  
important features!**

- Automatic temperature control at no extra cost.
- Kitten-quiet operation.
- De-humidifies as it cools.
- 3 no-draft air directors.
- 5-year protection plan on factory-sealed cooling unit.
- So quiet! So very dependable!

**So quiet! So very dependable!**

**GENERAL  ELECTRIC**



# Now! New Kent with

## First cigarette ever to give you of greatest health protection...with

**T**HE new KENT is the first cigarette *ever* able to prove its health protection before your very eyes . . . both on television *and* in actual store demonstrations throughout the country.

Every week, TV viewers see the amazing demonstration on these pages . . . performed here as it is done before the camera's candid eye on "The Web" (CBS-TV).

Remember, these pictures are reproduced from photographs showing the actual TV broadcast action . . . giving visual proof of the greatest health protection in cigarette history.



1. Jonathan Blake, host on "The Web," starts by giving the television audience a close-up of a sheet of plain white paper . . .



2. Puts the paper on a table, saying, "I'm now going to prove that KENT's 'Micronite' Filter really works!"



6. At this point, he explains that the material in KENT's scientific filter was first developed to purify air in atomic energy plants.



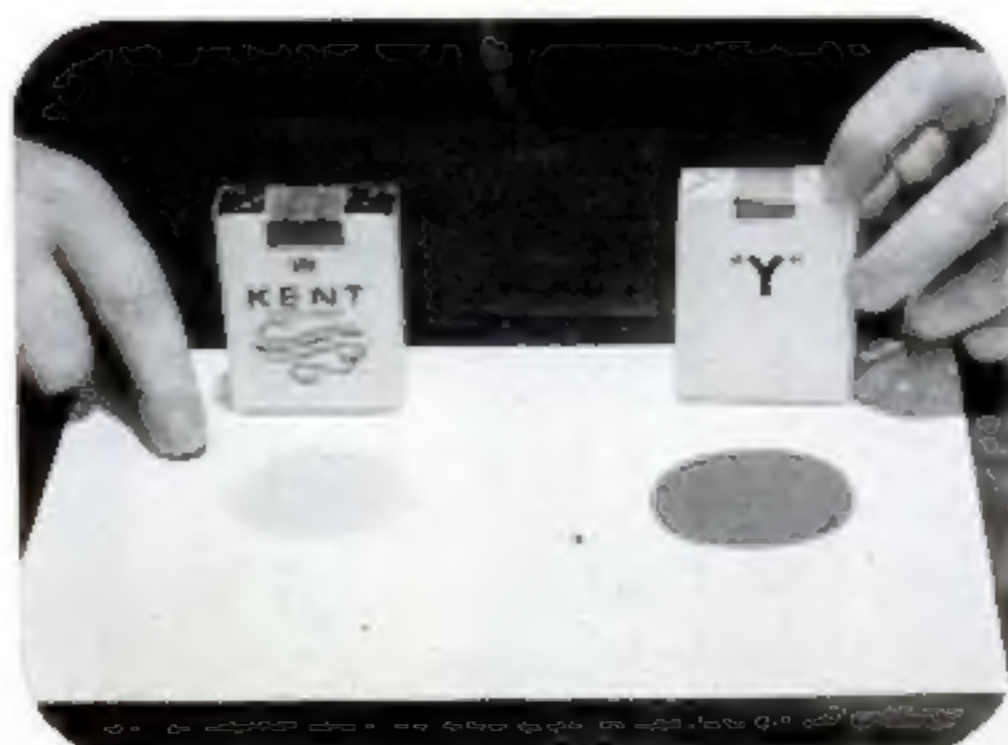
7. "As you'll see," says Blake, "KENT's Micronite Filter removes up to 7 times more nicotine and tars than other filter cigarettes."



8. "Offering the greatest health protection ever for the 1 person out of 3 who's a sensitive smoker. Now . . ."



9. After allowing time for the nicotine and tar particles in the smoke to settle, Blake lifts up the two glasses and shows what's happened . . .



10. See it! A harsh stain from irritants in the smoke of Brand Y, scarcely a trace from the smoke of the new KENT!



11. Positive proof of *real* health protection . . . in a cigarette that gives the full smoking enjoyment of fine, mellow tobaccos.



# Micronite<sup>®</sup> Filter

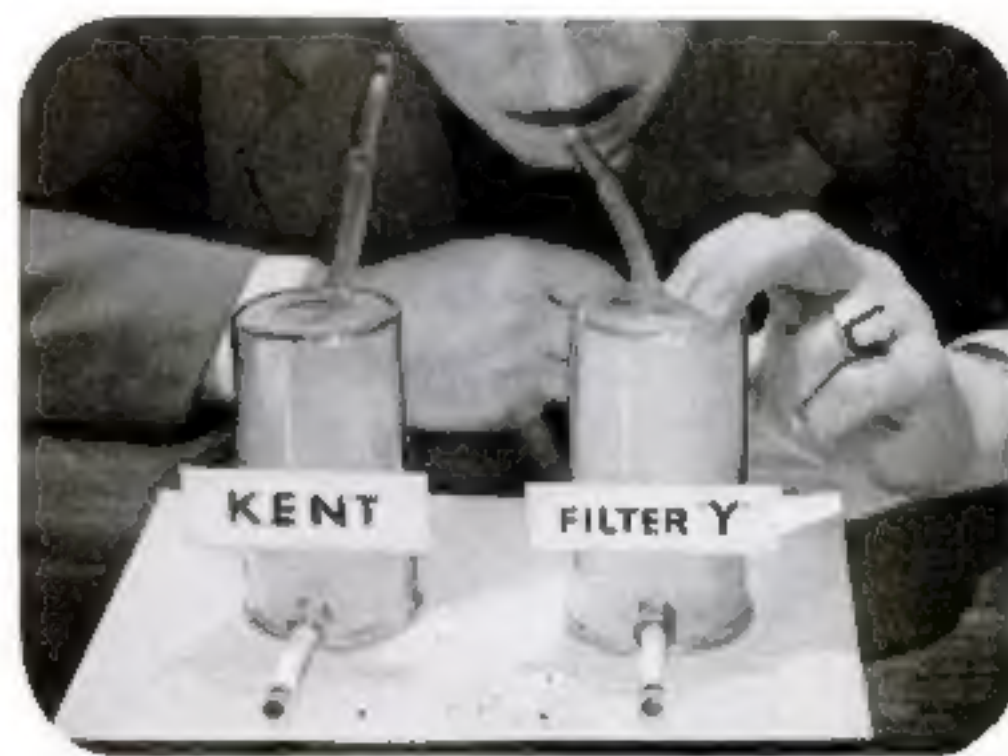
black and white proof  
full smoking pleasure!



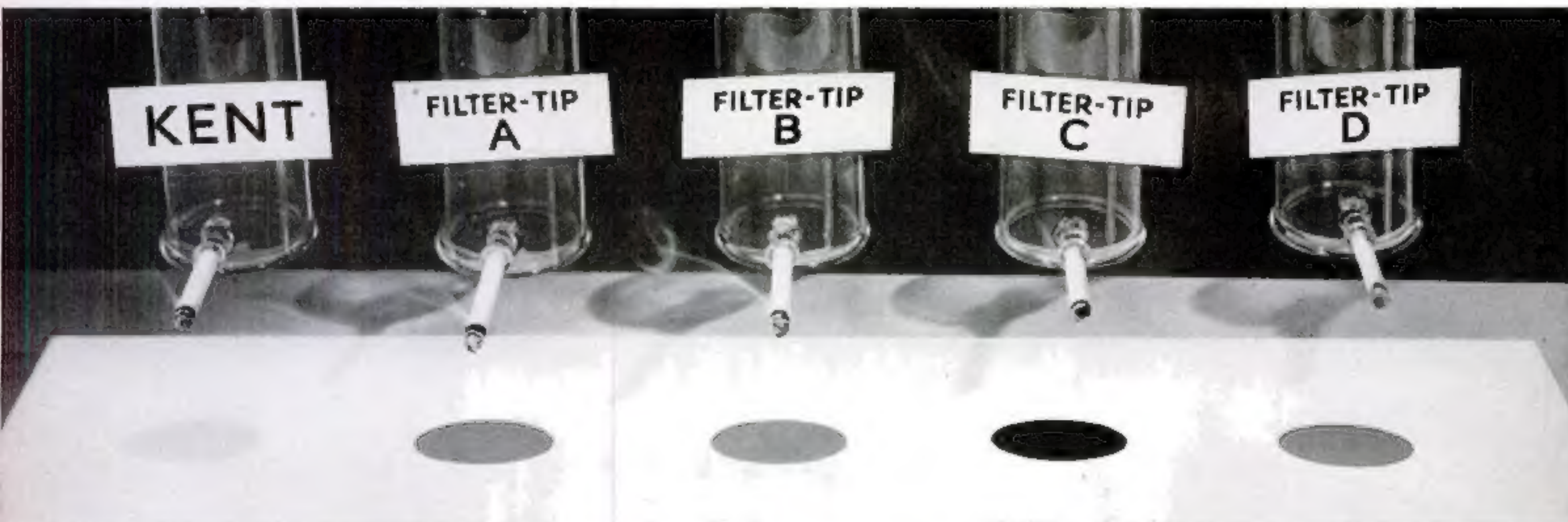
3. On the paper, Blake puts two special glasses made with tubes through which he can draw smoke inside each glass...



4. Into one, he draws smoke from the new KENT. This smoke is the same as the smoke that enters your mouth when you enjoy a KENT.



5. Now, he repeats the performance with the other glass, filling it with smoke from any other filter-tip brand of cigarette...



Here's the same test performed in a laboratory, showing KENT's superior filtering effectiveness compared with the four other leading brands of filter-tip cigarettes. The circles on the paper show an obvious

difference in the amount of stain caused by irritants that are not filtered out of the smoke! Remember that, when you smoke, these irritants are drawn into your system just as they are drawn into the glasses

in this test. Is it any wonder that KENT—offering greatest health protection plus full smoking enjoyment—has enjoyed the biggest success of any new cigarette introduced in the last 20 years?

PATENT APPLIED FOR  
© 1953 P. LORILLARD CO.

Full smoking pleasure...  
plus proof of the greatest  
health protection ever.

# Kent

with exclusive  
MICRONITE filter



BEAUTIFY YOUR CAR...TAKE ADVANTAGE OF THIS

# DuPont Spring Special!

FOR A LIMITED TIME ONLY!



## "GET-ACQUAINTED" PACKAGE OF DU PONT CAR WASH Given to You

when you buy a pint can of  
**DU PONT N° 7. POLISH**

For easy car washing: Just sponge on Du Pont Car Wash . . . then rinse off and let drain. Car dries without wiping . . . without streaking! "Get-acquainted" package contains enough Car Wash to do a complete car-wash job.

### GET THE BRIGHTEST SHINE WITH THE LEAST EFFORT

Save work . . . save money with this bargain offer. We give you a generous package of Du Pont Car Wash—the quick way to rid your car of stubborn dirt, mud, grease—when you buy a can of Du Pont No. "7" Polish at the regular low price.

No. "7" Polish gives your car the brightest finish beauty in record time. It removes chalked pigments and clinging oils that dull the finish; puts on a mirror-smooth luster that sheds dirt, makes it easier to keep car clean.

And No. "7" Polish does this job with much less rubbing! It contains methyl cellulose, the exclusive Du Pont "stroke-saving" ingredient. See your dealer today.



A FAVORITE FOR  
OVER 25 YEARS



REG. U.S. PAT. OFF.

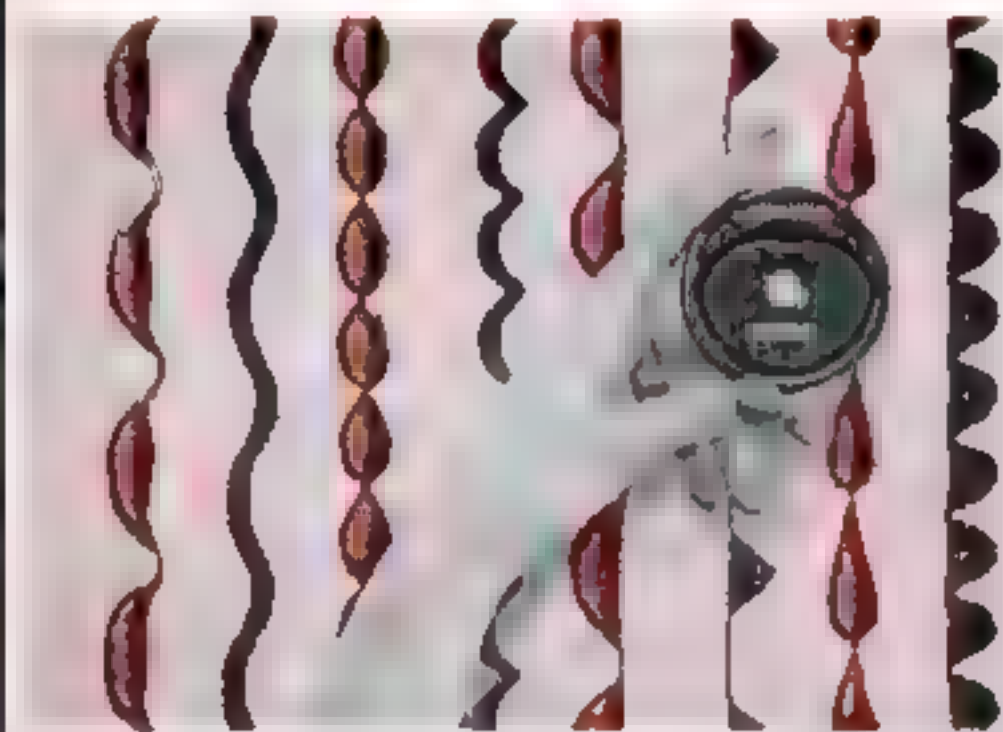
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



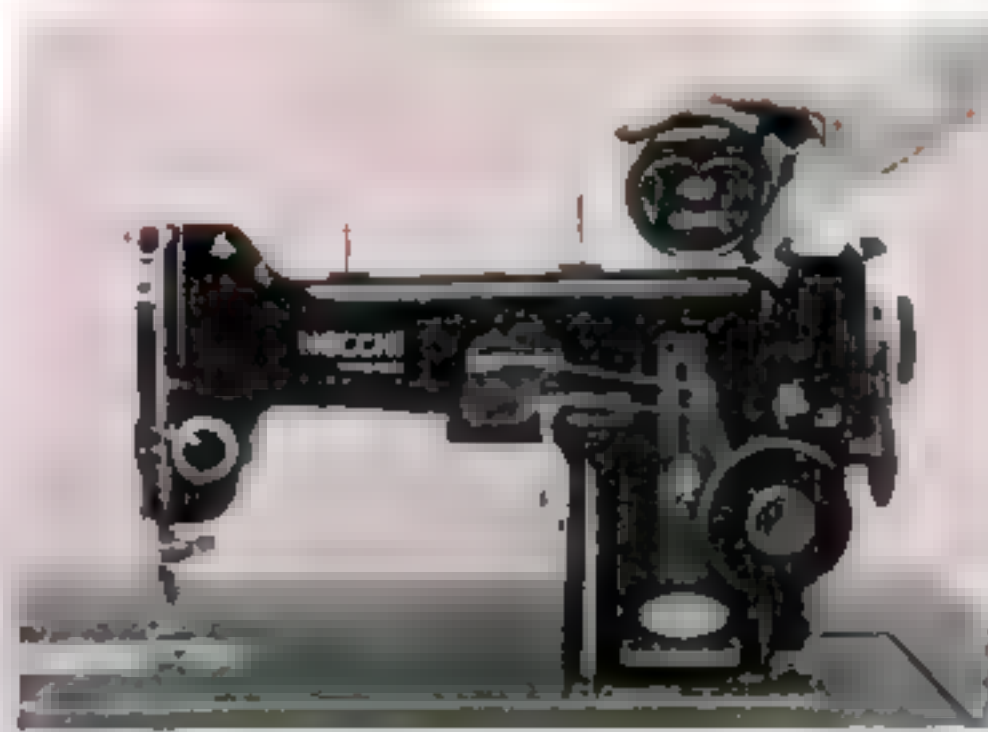
YOU ARE LOOKING AT A  
**WONDER WHEEL**  
 THE  
 MOST  
 AMAZING  
 INVENTION  
 IN  
 SEWING MACHINE  
 HISTORY



HERE'S HOW IT TURNS OUT INTRICATE STITCHES FOR YOU . . . . AUTOMATICALLY!



SELECT THE WONDER WHEEL  
 THAT DOES THE STITCH YOU WANT . . .



INSERT THE WONDER WHEEL  
 AND START THE MACHINE . . . THEN . . .



SEE HOW THE WONDER WHEEL  
 DOES THE WORK . . . WHILE YOU WATCH!

Necchi astonished America with the first zig-zag sewing machine—the first machine to sew on buttons, make buttonholes and monogram without attachments.

Now Necchi adds an even more remarkable feature . . . the exclusive Wonder Wheels that turn out decorative stitches quickly, perfectly, *completely automatically*. Don't put your money into *any* sewing machine—no matter what the make—until you've seen the machine that can do the most for you. Visit your local Necchi-Elna dealer for a free demonstration.

SEWS ON BUTTONS...MAKES BUTTONHOLES...MONOGRAMS...WITHOUT ATTACHMENTS!



**WRITE FOR YOUR FREE COPY** of "Here's What to Look for in a Sewing Machine", a valuable shopping guide that tells you how to get the most for your money, what features to look for, how to judge which machine is best for you, what to ask a demonstrator, how to fit a sewing machine into your decorating scheme. Write today to: NECCHI SEWING MACHINE CORP., Dept. Y-311 164 West 25 St., New York 1, N. Y., or 515 West Webster St., Chicago 14, Ill., or 3780 South Hill St., Los Angeles 7, California.



ONLY THE AMAZING  
**NECCHI**  
 GIVES YOU WONDER WHEEL SEWING



© 1953

NEARLY 2000 DEALERS IN OVER 1000 CITIES. PARTS AND SERVICE AVAILABLE EVERYWHERE.





## You drive it                      ...eat it ...what more natural

You're giving your car the acid test of daily use. At the corner grocery you buy a food product that's zooming in sales. You like that new fabric—everybody else seems to go for it, too. And your TV set is a swell value.

Most of the trade-marks you trust and the products you prefer symbolize the 1,100 leading corporations listed on the New York Stock Exchange. You might well make the same comment about these companies as did another investor, a housewife, who said: "What more natural

investment could I make than in a company whose product has proved itself to me?"

Today, more people than ever before know what it means to own a share of stock. That ownership gives you an interest in everything a company has or may have in the future, from factories to patents to profits. You share in the risks and the rewards. You have a vote in the management. And if you want to switch to a company you like better—you know you can sell your stock in a matter of minutes by picking up your telephone.





...wear it

...enjoy it

investment could you make?

The New York Stock Exchange is the nation's market place where shares in America's leading corporations are bought and sold by the public. To help you with investment information and handle your orders, member firms of the New York Stock Exchange have 1,840 offices in 426 cities across the country. You can do business with them by phone, letter, or in person—or through your local bank.

They'll be glad to answer your questions, and they'll charge nothing for their advice.

*THE EXCHANGE MAGAZINE,*  
*official Stock Exchange publication*

If you are already a share owner, or if you plan to own shares, *THE EXCHANGE* is written with you in mind. Here is a pocket-sized monthly written in non-technical language—full of helpful investment information. For 12 issues, send \$1.00 to *THE EXCHANGE Magazine*, 11 Wall St., New York 5, N.Y.



*Members and Member Firms of the*

**NEW YORK  
STOCK EXCHANGE**





*New  
chocolate  
magic  
for milk!*



**BAKER'S** *Instant 4 in 1*

**mixes  
faster**

**-and it's more chocolate-y!**

**FASTER** than ever before—  
new Baker's Instant 4 in 1  
makes the most delicious,  
best-tasting cold chocolate  
milk in the world! It's  
more chocolate-y, it's  
chocolate magic, it makes  
terrific summer coolers!  
Run to your grocer for  
Baker's 4 in 1 Instant  
Cocoa Mix today!

BETTER GET  
THE 1-LB.  
ECONOMY SIZE.  
You'll need it!



A Product of  
General Foods

Everything **CHOCOLATE** tastes best when it's **BAKER'S!**

## LETTERS TO THE EDITORS

### AFRICA

Sirs:

As a member of the House of Representatives Foreign Affairs Committee concerned with our relations with Africa, I believe that your special issue (LIFE, May 4) will add immeasurably toward creating a better understanding of Africa. . . . Forward-looking journalism of this character deserves the approbation of all America.

FRANCES P. BOLTON

House of Representatives  
Washington, D.C.

Sirs:

. . . You may not have solved any problems for concerned readers, but you have at least put them in possession of the finest portfolio of African facts that, in my judgment, has ever been compiled in this country.

GEORGE H. T. KIMBLE  
Director

American Geographical Society  
New York, N.Y.

Sirs:

. . . It was like a wonderful dream of what American popular journalism might be.

MORTON SMITH

Professor of Biblical Literature  
Brown University  
Providence, R.I.

Sirs:

Your special issue on Africa is, with the exception of one or two relatively minor items, one of the most magnificent journalistic contributions of our time. . . . It is unfortunate that we think primarily in terms of self-interest, enlightened or otherwise. But LIFE has made it clear that should we lose the uranium, manganese, industrial diamonds, cobalt and other basic materials of modern industry to the Communists, it is questionable whether we can survive. If that lesson can be driven home, there may come a reformation of many of our current attitudes on race.

The one flaw is Stuart Cloete's "I Speak for the African." It is unfortunate that he thinks in terms of a past era and not of the modern world represented by Prime Minister Nkrumah of the Gold Coast.

You have done a superb service to more informed understanding of Africa's importance and the world's responsibility.

WALTER WHITE  
Executive Secretary

National Association for the  
Advancement of Colored People  
New York, N.Y.

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### TUSI BEAUTY

Sirs:

Your Tusi princess ("Black Africa," LIFE, May 4) is strikingly beautiful. Many will be surprised to find a very similar headdress in the European tradition. Pisanello's painting, *A Princess of the Este Family*, shows an amazing similarity of dress, and on a princess much less beautiful than Princess Emma Bakaishonga.

GILBERT P. WALDBAUER

Amherst, Mass.



EARLY RENAISSANCE PRINCESS



AFRICAN PRINCESS

### MOROCCO

Sirs:

In "The Splendid Hot Seat" (LIFE, May 4) you stated that "last December the nationalist fanatics rioted in Casablanca, murdering seven Frenchmen."

Writing in the March 24 issue of *Le Figaro*, François Mauriac called upon France "not to think any longer that the Istiqlal (Independence Party) are enemies of France. . . . They are only worthy of respect, these sons of our spirits; these French-style nationalists, who are fiercely opposed to Stalinism, and whom we have often punished by prison and exile for the crime of resembling us."

. . . The riots were provoked by French police authorities to give a pretext for launching all-out attrition. These are not partisan charges. *Témoignage Chrétien*, a Parisian Catholic newspaper, stated on Dec. 17, 1952: "This police provocation, for that is what it was, seems to have had no other purpose than to 'justify' . . . the numerous arrests that were to follow and to give credit to the thesis according to which 'a handful of agitators' were keeping the Sultan from 'listening to reason.'"

AHMED BALAFHEJ  
Secretary General

Istiqlal Party of Morocco  
New York, N.Y.

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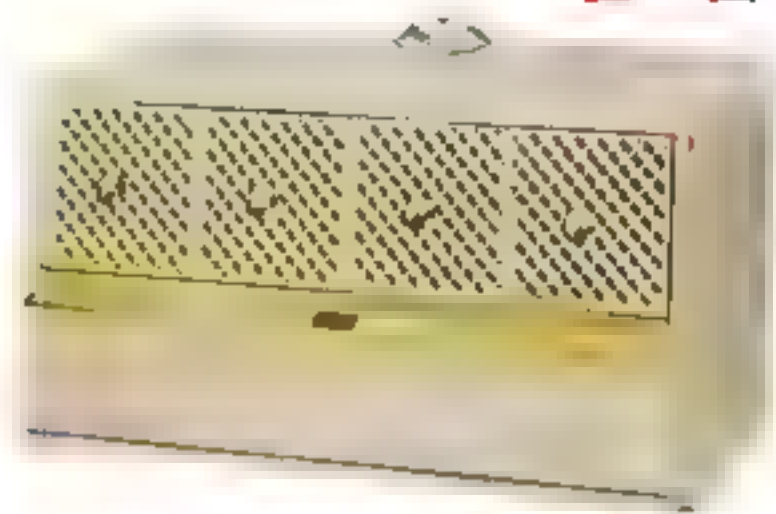


**NOW! A deluxe  $\frac{3}{4}$ hp. Air Conditioner at a  $\frac{1}{2}$ hp. price!**

The stunning new

**Servel** ELECTRIC

**AIR CONDITIONER**



Servel's stunning Room Air Conditioners in Mahogany or Blond finishes, with ivory grilles and anodized gold trim — to match any color scheme!

**NEW! 50% MORE COOLING POWER** at no extra cost! Servel's  $\frac{3}{4}$  H.P. model costs you no more than ordinary  $\frac{1}{2}$  H.P. air conditioners! Keeps you cool on hottest days, when undersize units fail! See Servel's new 1 H.P. model too!

**NEW! SUPER-QUIET COOLING SYSTEM!** Sound-absorbing cushion, plus extra sound-insulating wall, keep Servel quiet as a whisper!

**NEW! AUTOMATIC TEMPERATURE REGULATOR!** Servel's built-in thermostat keeps room at even temperature! Never over or under-cools! Optional on  $\frac{1}{2}$  H.P. model — standard on 1 H.P. model!

**NO-DRAFT GRILLES!** Adjustable grilles keep your room uniformly cool — prevent chilly drafts!  
**5-YEAR WARRANTY** on Servel's hermetically sealed cooling system! AC only.

3/4 H.P. model in Blond or Mahogany finish

**\$329<sup>95</sup>** plus installation See your Servel dealer now!

**SERVEL'S 8 YEAR 'ROUND ADVANTAGES**

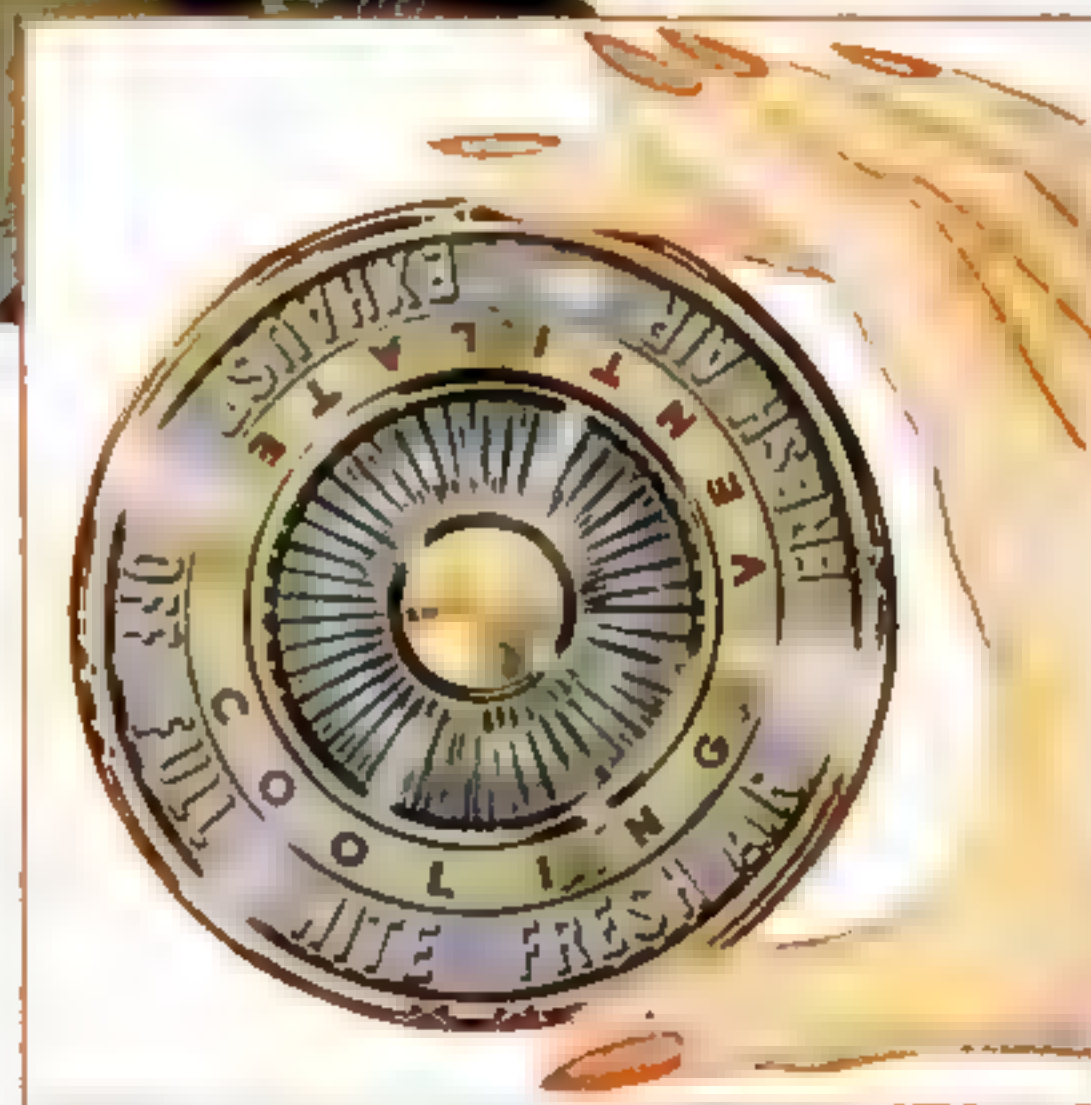
**COOLS** your rooms!  
**DEHUMIDIFIES** the air!  
**FILTERS** out pollen, dust!  
**CLEANS** air of soot, dirt!  
**EXPELS** smoke, stale air!  
**VENTILATES** year 'round!  
**CIRCULATES** outside air!  
**DEADENS** outside noise!



**NEW! SPECIAL "NIGHT TURN-DOWN"**  
The perfect reduced-power cooling for moderately warm nights! You sleep in cool comfort the night through — never wake up chilled!

**NEW! EXCLUSIVE 1-DIAL CONTROL!**

At last — an air conditioner that's *simple* to operate! No tricky double dials — it's automatic! Just set dial to 1) full-power cooling, 2) night cooling, 3) outdoor air mixed with cool, 4) fresh air circulation, 5) stale air exhaust.



**FREE!** Get Acquainted booklet on the comforts and benefits of Servel Room Air Conditioners. Write today! Servel Inc., Dept. L-5, Evansville, Indiana.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ont. ©1953, Servel Inc.

**SERVEL** — THE NAME TO WATCH FOR GREAT ADVANCES IN REFRIGERATION AND AIR CONDITIONING!



# THE REST COMES NATURALLY



...because only the **Foamex Form-Fitted Mattress** supports your natural shape in balanced comfort!

It should be as natural as breathing—the pleasure of falling asleep! But somehow, you “just can’t get comfortable.” Your mattress fights you all night long—so you re-live every battle of the day.

...Now, how can you relax?

One (and only one) mattress is light enough to yield to finger-tip pressure—firm enough to support a 350 lb. man. It’s the *Foamex Form-Fitted Mattress*...the only foam latex mattress that balances the lighter- and heavier-weight parts of your body in comfort. Result? You can relax—let go and let *Foamex* take over—literally drop off to sleep!

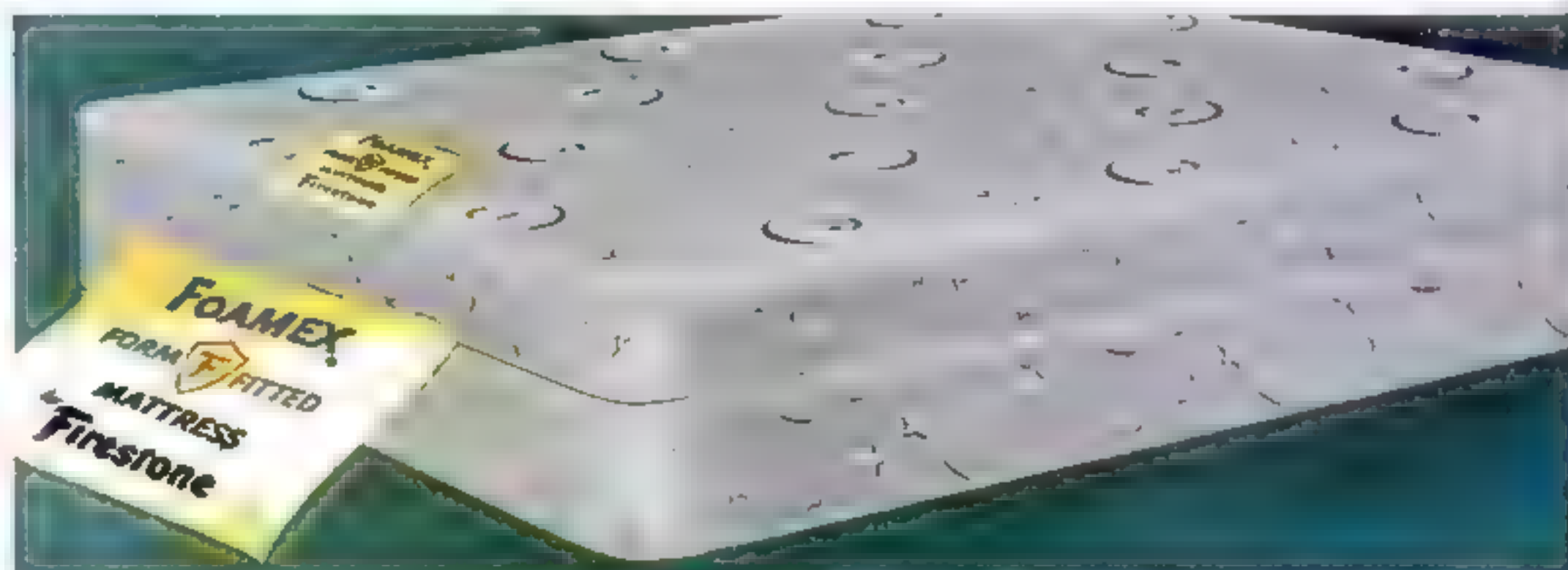
**The better way to sleep deep!**

And *Foamex* does all this with far less clumsy bulk. Notice how much trimmer the Form-Fitted *Foamex* Mattress is. How much lighter, easier to handle!  $4\frac{1}{2}$  inches of *Foamex* gives you more solid comfort without ever breaking down, coming apart, lumping, sagging.

**Make the most of Foamex comfort!**

Because the *Foamex Form-Fitted Mattress* is so different from all others you really appreciate the specially designed Box Spring to go with it. The cost? Pennies per night. The gain? A lifetime of sleep-perfect nights. Worth a trip to your favorite bedding department to stretch out and try *Foamex* comfort. The rest comes naturally!

Call Western Union by number; ask for Operator 25. She will give you the name of the store nearest you that features this luxury sleep combination.



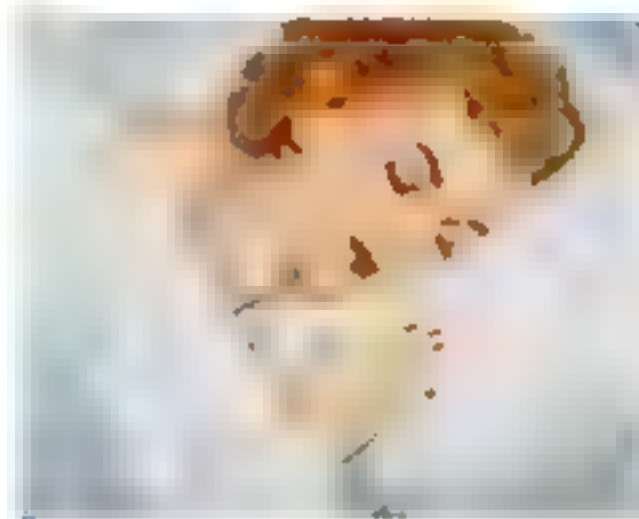
LOOK FOR THE TICKING WITH THE FIRESTONE “F”  
It identifies the Form-Fitted Mattress and Box Spring Combination at your favorite store.

Form-Fitted Mattress of Firestone Foamex **79<sup>75</sup>**

Box Spring specially designed for Foamex **69<sup>75</sup>**



**FOAMEX**  
for comfort in cars



**FOAMEX**  
for comfort in pillows

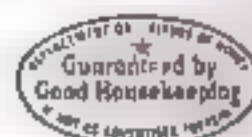


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# Firestone FOAMEX® has never been known to wear out!

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UPSET YOUR STOMACH?  
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**STILL WANT THE BOLD**

Three roll package  
in a quarter.

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**TUMS** GASTRO-ACID  
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**28¢**  
a pint!

SELF-POLISHING  
**AEROWAX**  
NO RUNNING WAX

**"Kitchen-Tested"**  
For Brighter Floors, Lasting Luster

**CONTINUED**

**BELGIAN CONGO**

Surge

I recently arrived in the U.S. after 11 years in Africa. I think it important to note that during the much publicized industrial revolution in the Congo ("Modern Congo Is Born," LIFE, May 4) the authorities are not losing sight of native cultural development. They train the Congolese artist to give vent to the tremendous impressions made on him by sudden exposure to the Western world. Here (below) is a statue of Chief Mambenge of the Lulunga tribe, done by Jean Ngete of Leopoldville, an example of neoprimitive African art at its best.

JOHN COOKSON

Maquoketa, Iowa



## NEW AFRICAN SCULPTURE

**THE AFRICAN**

Since

Stuart Cloete, author of "I Speak for the African" (May 4), of course has a perfect right to his view that Catholic converts are more trustworthy than Protestant converts. But his statement is too sweeping. . . . I would suggest that, as it takes more courage to belong to a minority religious group, a Catholic African in South Africa is more apt to require deep and earnest reflection.

Cloete's remark was inconsiderate, and we are surprised the whole issue contained no reference to the tremendous contribution Protestant as well as Catholic missions are making throughout the continent.

**GEORGE W. CARPENTER**  
Executive Secretary

**Africa Committee  
National Council of the Churches of  
Christ in the U.S.A.  
New York, N.Y.**

**Step:**

The photograph of a native "Man in Transition" illustrating Stuart Cloete's article reminded me of Edwin Markham's poem, *The Man with the Hoe*:

*O Masters, Lords, and Rulers  
in all lands*

*How will the future reckon with this man? . . .*

*When this dumb Terror shall rise  
to judge the world,*

LESTER W. HANSEN  
St. Petersburg, Fla.

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All Others**



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**Burroughs**



## LETTERS TO THE EDITORS

CONTINUED

ALBERT SCHWEITZER

Sirs:

I cannot understand why the name of Albert Schweitzer does not appear on any page. It is inconceivable that he is omitted in any general article concerning Africa. He can hardly be overlooked, considering the enormous contributions he has made.

LOWELL B. HAYNES

Ann Arbor, Mich.



DR. ALBERT SCHWEITZER

● Dr. Schweitzer's work and career are so well known—they have been the subject of two *LIFE* articles (Oct. 6, 1947, July 25, 1949)—that *LIFE* chose to devote its space to less familiar people and places on its 10,000-mile journey.—ED.

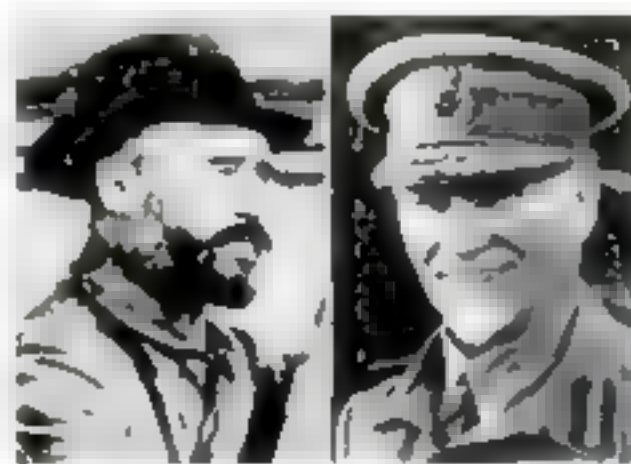
JAN SMUTS

Sirs:

One exception mars your great issue. For Jan Smuts you have mistakenly used a picture of Tobias Smuts—a relative of Jan, equally courageous if not so celebrated.

CHESTER R. PHILLIPS

Fresno, Calif.



TOBIAS AND JAN SMUTS

ETHIOPIA

Sirs:

In "The Durable Haile Selassie" (*LIFE*, May 4) you state: "It is still a backward country with not a single native architect, chemist, doctor or agricultural expert." During the Italian occupation the cream of Ethiopia's educated young men were ruthlessly executed to eliminate future resistance. It is these potential young leaders who might now be doing so much....

H. MURRAY-JACOBY

Former U.S. Ambassador  
Extraordinary to Ethiopia

Delray Beach, Fla.

Sirs:

I am a native of Ethiopia, getting my education in the U.S. Since liberation from Fascism on May 5, 1941, Ethiopia has sent her young men all over the world to procure the education she has not been able to provide. Ethiopian students, 60 of whom

don't be a  
**SCRUB  
DIZZY  
LIZZY**



Install new wonder plastic floor. Dirt wipes off fast, easy. Never needs waxing for wear-protection. No kitchen mess can stain. Wears longer! 25 colors by the tile or yard. The MODERN floor—and counter top, too.

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**Quickie Treat**  
for Unexpected  
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When guests drop in, these tender slices of U. S. Gov't Inspected Beef are always ready to come to your rescue. Flavor-roasted as tasty as you'd do it and complete with lots of bubbling brown gravy! Just heat—and you've made the easiest, most delicious hot beef sandwiches you've ever known! Keep several cans of Krey Sliced Beef or Sliced Pork on hand... perfect for last minute meals with a "company look."

Quality Midwestern

**KREY**

ST. LOUIS 7, MO.

CONTINUED ON PAGE 18



# Sensational New Developments in Room Air Conditioners



Here for 1953 from

## PHILCO

...The Leader for  
16 straight years

Philco, world's largest selling Room Air Conditioner, leads again with sensational advances for 1953! Now for the first time, a Reverse Cycle Unit that *both* Cools and Heats the Air. Now, air conditioners to fit every size and type of window. Now, new models at the lowest prices in America. Yes, the greatest developments in the industry, again brought to you by Philco, the leader.

### Unmatched Quality and Dependability

Beyond its features, beyond its value, *dependability* is what won 16 straight years of leadership for Philco. When you buy, let that record be your guide. For *reliable comfort*, choose Philco—the Room Air Conditioner that outsells all others.

***COOLS* on Hot Days! *HEATS* on Cool Days!**

### NEW THERMO-COOL PHILCO

Yes, it *Cools* and *Heats*! The first Room Air Conditioner that heats the same size room it cools, and heats as fast as it cools! Developed in the Philco laboratories, its secret is a *reverse cycle* unit—not mere heating coils of limited wattage. With this Philco principle air is

heated in seconds and circulated throughout the room, when mere heating coils warm just a tiny corner. A major contribution to year 'round comfort, it's available on  $\frac{3}{4}$  H.P. units (like the Philco model 86-JL, shown above) and also on 1 H.P. window models.

### The Only True Automatic Temperature Control

Compare before you buy. Philco offers the *only* system that automatically regulates cooling while the unit continues to wring out moisture and circulate air. Never overcools, even if the outside temperature drops!



### New! Philco Consolette UNIT DOES NOT EXTEND OUTSIDE THE WINDOW

Another Philco "first"—entire Air Conditioner is enclosed in the most compact console-style cabinet ever built. In addition to being specially designed for casement windows, it offers a flexibility of installation never before possible. Available with 1 H.P. unit (the Philco 1104-J), or  $\frac{3}{4}$  H.P. unit (Philco Model 184-J).

**True Air Conditioning from Philco as low as \$229.95,\* including 5 Year Warranty.**

\*Prices subject to change without notice



### New! Arctic Dawn Color Styling

Philco 40-J with  $\frac{1}{2}$  H.P. unit reflects Philco leadership in design. New color styling harmonizes with modern bedroom furnishings. Newest sealed power system.



### $\frac{1}{2}$ H.P. at New Low Price

America's newest value sensation—the Philco 50-J in Mahogany-finish cabinet. Like all Philco air conditioners, it cools, dehumidifies, filters and circulates the air.

**PHILCO.** *Famous for Quality the World Over*





## Protect the performance of your Chevrolet with Genuine Chevrolet Parts

Perhaps you can't see the difference between these two fan belts, but it's there . . . and your Chevrolet knows it! You see, one was engineered and manufactured to the same high standards of precision and quality as the fan belt that was originally installed in your Chevrolet at the factory. It's a Genuine Chevrolet Part . . . developed to meet the specific requirements of your Chevrolet. When you need replacement parts, always specify Genuine Chevrolet Parts . . . installed by your Chevrolet dealer and leading independent service stations everywhere.



AVAILABLE WHEREVER YOU GO  
Made to fit right . . .  
function better . . . last longer



Your Chevrolet Dealer

## LETTERS TO THE EDITORS

CONTINUED

are in the U.S. now, return each year to their country after having completed their education in such fields as engineering, medicine, law, chemistry and physics.

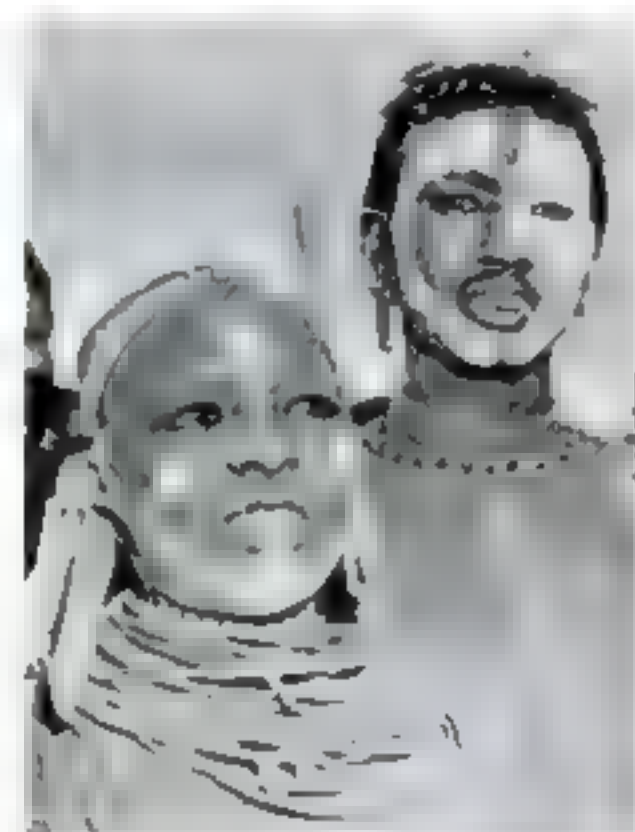
PASCAL WOLDEMARIAM  
Fryeburg, Maine

### AFRICAN TRIBES

Sirs:

Your picture of Masai "girl" initiates ("Black Africa," LIFE, May 4) shows only one woman, the others being men. Only men in the Masai tribes have the privilege of wearing hair. Women must shave, and are bald like the one in the picture. They must even shave their eyebrows. As in your picture, women wear wide bead collars while men wear necklaces.

WALTER R. DONAGHO  
Madison, Wis.



MASAI GIRL (LEFT) AND MAN

### MALAN

Sirs:

It is good to know that a great man ("Malan in His Greatest Triumph," LIFE, May 4) and his people in another part of the world believe as we do here in the South. I refer to apartheid (separation of the races).

W. B. BIRCH  
Winter Garden, Fla.

Sirs:

Your fascinating issue convinces me Christian missionaries have been practicing on the wrong race. They should have worked among Boer Nationalists instead of among Negroes.

J. FRED PARISH  
Newport, Ark.

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**Morrell Pride SNACK**—extra-delicious combination of pure, lean pork and mild seasonings. Just slice and serve or use in a score of tasty dishes! There's always a delicious, thrifty meal in the house with Morrell Pride ready-to-serve meats on your pantry shelf!



# PRIDE

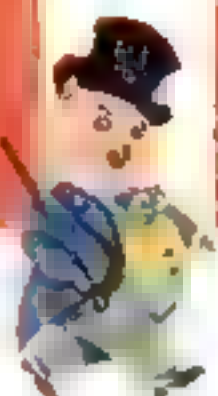


**MORRELL PRIDE CANNED HAM** — "The ham you can't forget." Juicy and tender, in always-ready cans for quick, delicious hot or cold meals—and economical, too!

**MORRELL PRIDE CANNED PICNIC** —sweet, succulent, boneless—slices beautifully! A luscious meal for the small family. Now available in two convenient sizes. Try one soon!



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# Sensational photo truth and proof!

You now see the first *blowout prevention* in history—the newest of the many exclusive qualities of U.S. Royal Tires. Their New Nylon LIFEWALL replaces all ordinary tubes, *doubles tire strength*, gives positive *blowout prevention*.



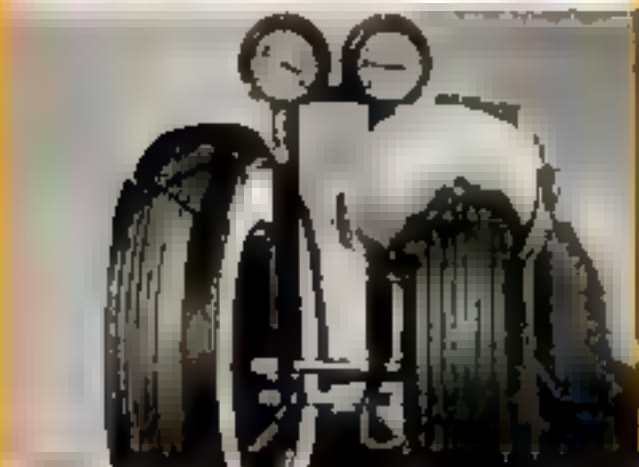
**NO BLOWOUT!** Here LIFEWALL U. S. Royal strikes vicious 5-inch spike—without slightest harm or penetration!



**NO BLOWOUT!** See LIFEWALL U. S. Royal smash into jagged chuck-hole. Yet no lost air—no damage inside or out!



**NO BLOWOUT!** Car elams first sharp concrete block, then second. Wheel-rim's bent—but LIFEWALL U. S. Royal keeps all air, all safety!



**NO BLOWOUT!** Inside broken tires, ordinary air-container (right) bulges and bursts at 12 pounds air pressure—while LIFEWALL went on to bridge the break even at 60 pounds!

# A New Word in your language!

# LIFE

# U.S.





A New Safety in your life!

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**Blowout Prevention – Skid Protection**  
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with the Only **EVERLASTING WHITEWALLS**

to keep the spotless beauty of your tires!

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to end curb-scuff nuisance and expense!

with the Only **ROYALTEX TREAD and TRACTION**

for world's utmost in non-skid stopping power!

and with up to **TWICE AS MANY SAFE MILES**

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UNITED STATES RUBBER COMPANY



**Which was kept in an Admiral?**

This bunch of celery was kept uncovered for 5 days in an Admiral Dual-Temp. Moist cold kept it fresh, crisp, flavorful.

This bunch, from the same lot, was kept the same 5 days in an ordinary refrigerator. It is limp, shrunken, worthless.

## Foods don't dry out in an Admiral Dual-Temp

Foods just don't dry out nor wilt nor lose their "first day" flavor in this different kind of refrigerator. The Admiral Dual-Temp's *moist cold* makes the difference. It provides a cool, chilling, morning-dew atmosphere that keeps everything appetizing for days on end.

**You store any food uncovered.** Meats, egg yolks, fruits, vegetables, desserts . . . all stay fresh and flavorful without lids or wrappings. There's no drawing out of juicy freshness. No trading about of odors or flavors. And messy defrosting chores are gone . . . forever.

**A spacious home freezer, too!** The whole top compartment is a separate, independently controlled freezer, so wide and deep that it actually lets you store up to 77 lbs. of frozen food. What's more, it gives you the coldest cold of any refrigerator. Lets you quick freeze at temperatures as low as 52° below freezing. See the new 1953 Dual-Temp models now at your nearby Admiral dealers.

Admiral refrigerators begin as low as \$189.95.



# Admiral

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**NO DEFROSTING...EVER!**

On TV—See and hear Bishop Fulton J. Sheen, "Life Is Worth Living."  
See local paper for time and station.





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Andrew Heiskell  
ADVERTISING DIRECTOR  
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Never need attention!

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West of the Rockies, ask for EYLOCK



DURALLS have Famous Alder "Multi-Strand" Reinforced, Flat-Edge Screening to insure grip seal... Patented by New York Wire Cloth Company



**LEERING EYE**, a cut-out photograph, is pasted to swinging pendulum of a music metronome. The creation is cryptically titled *Object of Destruction*.



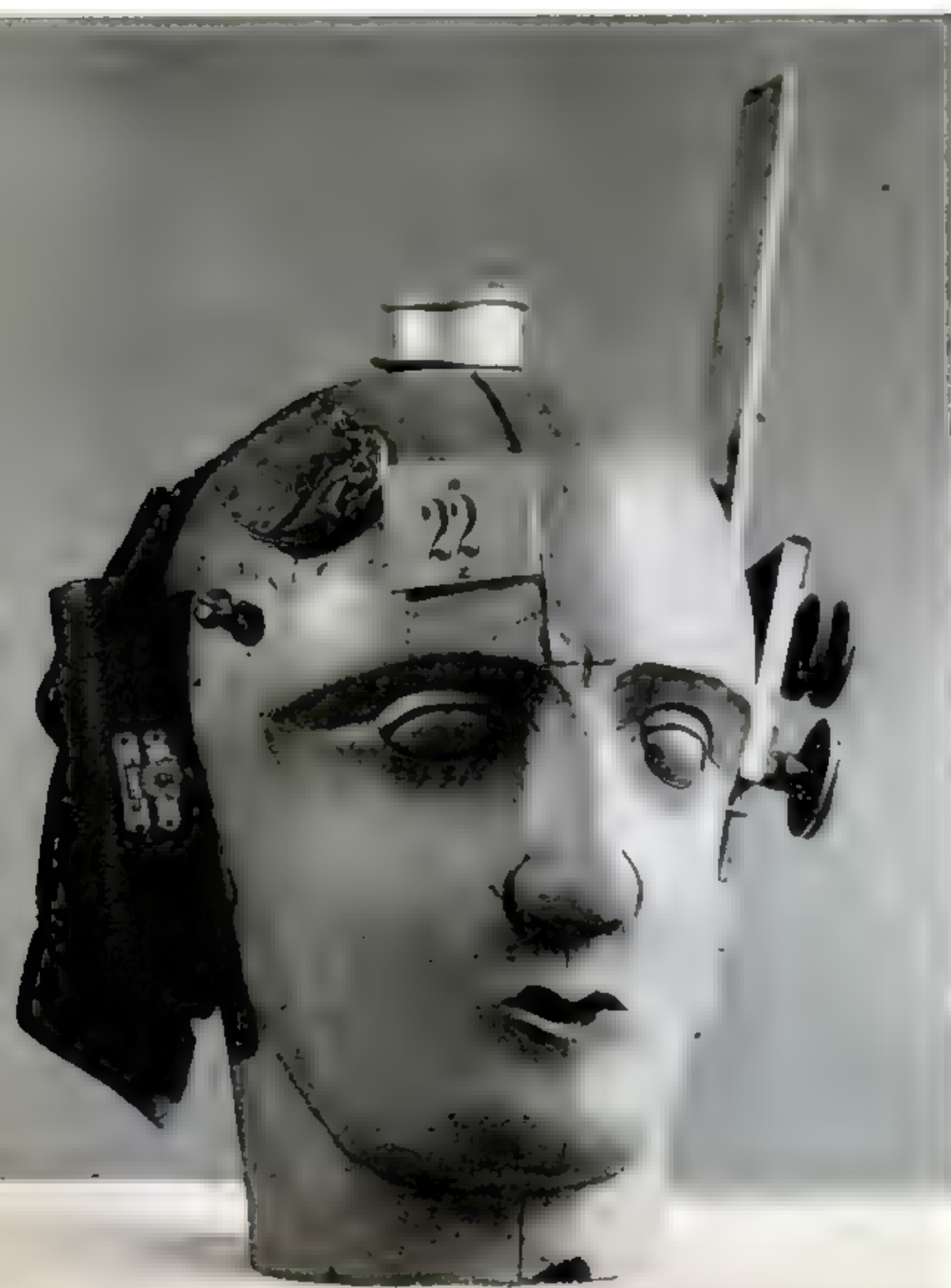
SPEAKING OF **DA**

**DA** **DA**  
**DA**  
**DA**  
**DA**

**DA** **DA** **DA**

DADA is the nonsensical name for the nonsensical form of art that was as loony as the mad 1920s in which it reached its peak. Born in Europe of a revolt against tradition by artists who decided the world was going to pot, Dada often expressed itself in humorous but meaningless forms. This month, nearly 30 years after it had died of its own excesses, Dada came temporarily to life again at a nostalgic exhibition in the Sidney Janis Gallery in New York City. The collection of works by 30 artists was arranged by the aging daddy of Dada, Marcel Duchamp (*LIFE*, April 28, 1952), who insists, "Dada is not passé. The Dada spirit is eternal."

**WOODEN HEAD** is decorated with watchworks, tin cup, metric tape, metal screw and other objects.







**FLATIRON** with tacks fastened in row is copy of original, sardonically entitled *Gift Made by U.S. Photographer Man Ray*, it represents frustration.



**PORTRAIT** of woman, with matches used for the hair, coins for necklace and hairpins for eyes, was executed by Francis Picabia a Paris-bred Cuban.



**CROCHET YARN** and human legs form an unworldly figure in a montage made in 1920 by Max Ernst and titled *Above the Clouds Walks the Midnight*.

kp' eriouM Ip'er ioum  
 Nm' periii PERno...  
 bpre tiBerree eRR Ebb e  
 ONNOo gplanpouk  
 konmpout PERIKOUL  
 R eE e eE e e rrrrr eA  
 oapAerrre EE E  
 mgl ed padANou  
 MTNou tnou- t

**LITERATURE** done by Dadaist consists of letters arranged in a formal design and representing odd sounds. This was done by Raoul Hausmann in 1918.



# Next Time I'll Bring My Knitting!



I'VE NEVER BEEN SO LET-DOWNE IN MY LIFE! DO I HAVE TWO LEFT FEET—OR WHAT?

NOTHING WRONG WITH YOUR FOOTWORK PEG, BUT YOU DO NEED SOME COACHING FROM YOUR DENTIST ON—ON BAD BREATH MONEY



JUST ONE BRUSHING WITH COLGATE'S REMOVES UP TO 85% OF THE BACTERIA THAT CAUSE BAD BREATH! SCIENTIFIC TESTS PROVE THAT COLGATE'S INSTANTLY STOPS BAD BREATH IN 7 OUT OF 10 CASES THAT ORIGINATE IN THE MOUTH!



...T ONE BRUSHING WITH COLGATE'S REMOVES UP TO 85% OF DECAY CAUSING BACTERIA! AND IF YOU REALLY WANT TO PREVENT TOOTH DECAY BE SURE TO FOLLOW THE COLGATE WAY OF BRUSHING TEETH RIGHT AFTER EATING!



LATER—Thanks to Colgate Dental Cream

I'VE BEEN HAVING QUITE A WHIRL SINCE I BECAME A COLGATE GIRL!



## Now! ONE Brushing With COLGATE DENTAL CREAM Removes Up To 85% Of Decay And Odor-Causing Bacteria!

Only The Colgate Way Does All Three!  
**CLEANS YOUR BREATH** while it  
**CLEANS YOUR TEETH** and  
**STOPS MOST TOOTH DECAY!**



**GIVES YOU A  
CLEANER, FRESHER MOUTH  
ALL DAY LONG!**

Dada CONTINUED



**SURVIVING SPIRIT** of Dada, Marcel Duchamp sits behind a painting done on glass in 1918. He has given it a jaw-breaking title: *To Be Looked at with One Eye, Close to, for Almost an Hour*. In transit to the exhibition, cracks broke out on the glass, but Duchamp feels that they improve the design.



**EXHIBITION CATALOGS** were deliberately crumpled into small balls as a Dada gesture and put in a clothesbasket at the entrance to the gallery. Here one of them is being unwrinkled by Edgar Varèse, a composer who wrote Dada music in 1921 and later organized the International Composers Guild.



# New Comfort! The lightest dress shoe soles ever made!



**FLEXIBLE AS A SHADOW!** The most comfortable soles ever made for street wear! Photo shows how flexible these amazing new soles are - yet they give firm support!



**SO LIGHT THEY FLOAT!** As the photo shows, new CROWN NEOLITE Soles are so airy, so buoyant they actually float! Imagine what walking ease and comfort that means!



**THEY LAST AND LAST!** All that famous NEOLITE wear is built into the new, lighter CROWN NEOLITE Soles - extra wear that helps keep family shoe bills down!

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### 25% Lighter...far more flexible!

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The Crown emblem and the famous NEOLITE name distinguish the superior new CROWN NEOLITE Soles!





HIDDEN TREASURE

A little boy asked us why Kellogg's Rice Krispies go "Snap! Crackle! Pop!" when the milk hits them. That's because this talking cereal is Tumble-Toasted by an exclusive Kellogg process that spins them full of crispy goodness and makes them golden toasty all over. Good? Br-r-r-u-ther!



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# 'HOWDY NEIGHBOR' FROM TEXAS AND TO TEXAS

LIFE is happy to find its staff correspondents becoming part of the communities in which they live. Scot Leavitt recently moved from Washington, D.C. to the country's biggest community, namely Texas, and reported his welcome as follows:

"Since the day my wife ordered the gas and electricity turned on we have been under heavy fire from people who want to give us things merely because we're new in Dallas. This fire has come chiefly from three organizations, the Welcome Wagon, the Merchants' Greeters Service and the Howdy Neighbor Greeting Service. Without opening purse we can have for the kitchen a bottle of Roquefort dressing, a devil's food cake, half a pound of bacon, a jar of cake icing, a package of egg noodles, dog and cat food and two bags of crushed ice.

"For use around the house we got a yardstick, a six-foot extension cord, a bottle of eyeglass cleaner, a two-day TV demonstration, a week's subscription to the evening paper, a can of shoe polish and three shot glasses. We also have free but unspecified gifts waiting for us at 26 stores. We are in pretty good shape



DOMINIS PHOTOGRAPHS  
LEAVITT IN WACO RUBBLE

for services too. Men will come to wax a floor or demoth a closet, clean two rugs or chairs, make a free estimate on needed electrical repairs and knock 25% off on the job.

For the car we are offered two gallons of gas, three lubrication jobs, three wash jobs, a wheel check and free parking at several lots.

"After several days the flow is tapering off, but this morning's mail brought one added bit of neighborliness: a local mortuary guarantees substantial discount on any funerals we care to arrange as well as five free rides in one of the ambulances it operates. That's the way Dallas treats its newcomers."

Scot hasn't been a Texan long enough to repay all these kindnesses, but last week he did get an opportunity to participate in a demonstration of Texas neighborliness undergoing a more severe test. He went with Photographer John Dominis to Waco a few hours after that city had been devastated by a tornado. There they found the survivors struggling selflessly to help the destitute and recover bodies. What was particularly heartwarming was the 14-hour struggle to rescue Switchboard Operator Lillie Matkin (pp. 32, 33).

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MARILYN MONROE AND JANE RUSSELL (SEE PP. 79-82)

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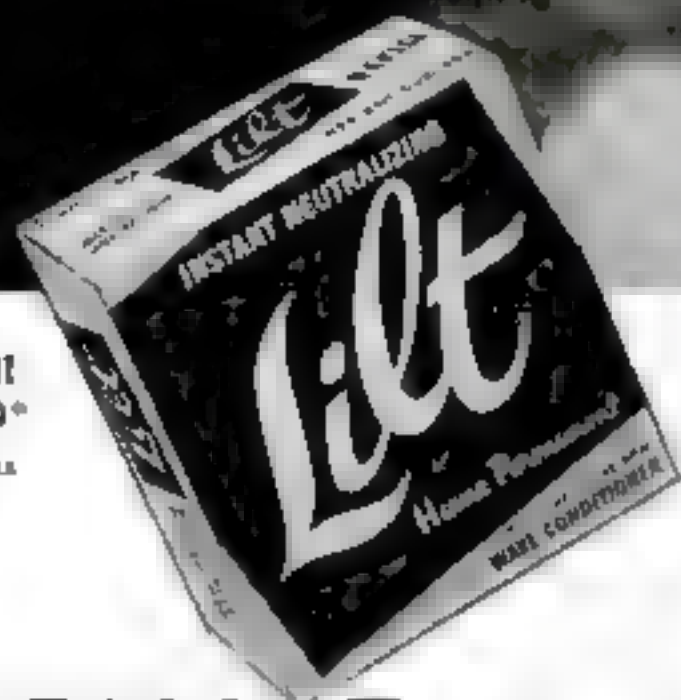
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A new method makes neutralizing much easier, faster.  
A wonderful wave conditioner beautifies your hair...  
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neutralized this wonderful new Lilt way!

**No test curls needed, either!** Yet new Lilt gives the  
loveliest, most natural, easiest-to-manage wave...even  
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Your money back, if you do not agree that  
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best Home Permanent you've ever used!



# SEARCH FOR MISS MATKIN

PHOTOGRAPHED FOR LIFE BY JOHN DOMINIS

By May 11 the warm, close weather was uncomfortably routine to the people of Waco, Texas. The day before had been muggy and the day before that, too. The big news in the morning *News-Tribune* was of a tornado in far-off Minnesota. At midmorning the New Orleans weather bureau warned there might be a few tornadoes close to home. But an Indian belief that tornadoes never would strike Waco had always held true and no one in the city worried about the report. At 1:30 p. m. the Waco weather forecaster announced, "No cause for alarm."

Three hours later the skies suddenly darkened. People scurried for shelter from the hail and lashing rain, and at the edge of town a cemetery workman

looked up to see a thick black wedge forming under a low cloud. In the R. T. Dennis Company's eight-floor furniture store at Fifth and Austin, Lillie Matkin, a gray haired switchboard operator busy summoning executives to a meeting, wondered what made the store lights keep going on and off. At 1:37 p. m. the black wedge in the sky struck Fifth and Austin, gouged the earth for a block and left the heart of Waco a broken coliseum for scores of schoolboys, housewives, motorists and the executives Miss Matkin had just called. From inside the tangled jumble that was the Dennis building (beginning of arrow, right) workers heard a cry. They motioned for silence (*below*). Their dramatic race against time is described on the next two pages.







9:30 P.M., almost five hours after tornado hit and four hours after first hearing Lillie Matkin's cry, rescuers shovel away at the debris that buries her.



11:15 P.M., with air in Lillie's precarious cavern going stale, rescuers heed her plea, "I want air," and push oxygen mask to her through narrow hole.



2:30 A.M., a power saw is used to cut away some timbers. Afraid she might be cut, Lillie said, "I've been here 10 hours—a little longer won't hurt."



5:15 A.M., a rescue worker, who had slithered into the trap to clear away obstructions around Lillie, emerges into early daylight, faint from lack of air.



6:30 A.M., a worker lowers a long rope to his colleague at bottom of cleared pit. Inside, Lillie pleaded, "If you will only let me tell you what to do."



6:40 A.M., having brought her at last to mouth of the hole, the rescuers grasp Lillie's hands and prepare to lift. "Just pull," she said. "I can stand it."



## TORNADO WAS OVER IN A MINUTE,

Pinned among the shattered timbers and broken mortar of the Dennis building, Lillie Matkin could hear the rescue workers above her long before they could hear her. "I kept screaming 'help, help' but I couldn't get any response," she says. "I asked the Lord if I couldn't get out to take me then. I was ready."

No one remembers exactly who it was who heard her first, for by then the rescue teams included airmen, naval reservists, police, firemen, Salvation Army and Red Cross crews, civilian defense units, ROTC cadets and students from Baylor University and plain civilians. But when her cries at last were heard, everyone labored unceasingly to free her. Spotlights were set up, and the local radio station sent out a public address system to caution workers not to smoke because of possible escaping gas.

**HUMAN CHAIN** of rescue workers operated outside Dennis building throughout search for Lillie.





6:45 A.M., Lillie Matkin's ordeal ends, 14 hours and eight minutes after she was trapped and able only to wiggle her feet. Gently as they could, the men who had labored through night to disentomb her carry her from wreckage to surface

where ambulance was standing by. Near the end of her entrapment a worker removed her shoes and before she was lifted out she cautioned, "Don't lose them. They're old but comfortable." They were brought to her later at the hospital

## LILLIE'S ORDEAL LASTED 14 HOURS

Occasionally it barked out orders for silence, and trucks and bulldozers and power saws stopped while workers, hands cupped to their ears, listened for the other cries of the living.

The Dennis store, known as Waco's first skyscraper, was the biggest building to go and it collapsed completely. So did the neighboring three-story Padgett building, and in the same block where the twister did its worst several smaller stores, a theater, a cafe and a teen-agers' hangout were crushed under debris from the larger buildings. In the streets were the remains of a few automobiles which had been carrying homebound traffic, the bodies of the cars mashed down to wheel level. The dread disaster of Waco, passing over in less than 60 seconds, left behind it an estimated \$50 million damage, 300 townspeople injured and 113 dead.

**RESCUED AND RELAXED,** Lillie Matkin smiles from hospital bed, having suffered only from shock.



CONTINUED ON NEXT PAGE





**VIGIL WITHOUT HOPE** was kept by Mrs. Beth Parten, 25, whose husband, Cecil, was missing. She alternated between listening to reports coming in by portable radio in store and keeping watch in car parked outside the Red Cross headquarters. After two nights of waiting, workers found her husband's body.



**RESPIRE FROM HORROR** came for Seaman Recruit Howard Wilkerson, 18, after a dreadful moment. Just before this picture was taken he had helped to remove bodies of a dead man and woman from a car which had been crushed by a falling wall. Shaken by the sight he said, "I wonder if I will ever sleep again."



**IN THE DOWNPOUR** which followed the twister, a group of volunteer workers stand aside as another body is found in the ruins of the Torrance pool hall where 25 players, mostly teen-agers, were trapped and killed when the roof caved in. Some had tried to save themselves by crouching under the pool tables.

**THE SEARCH GOES ON** as the workers, their faces reflecting the tragedy, grimly look on while another body is taken from the ruins. Many of the volunteers, going into action immediately, worked without rest for 36 to 48 hours; at week's end they were still clawing through the debris in search of the dead.







Among other ill purposes the insults exchanged by Clement Attlee and Senator Joe McCarthy last week served to becloud the real reasons for Anglo-U.S. hard feelings. Lest these real reasons deepen the rift, they should be more coolly examined.

Some recent reasons for British irritation with America are 1) the inadequacy of British press reporting of America, 2) Senator McCarthy, 3) the continuing ambiguity of Republican policy on "Trade Not Aid." Attlee gave himself a free ride on this irritation.

On our side the real reason for irritation was not Attlee's speech, but one made the day before by no less a man than Sir Winston Churchill. It left the strong impression that Churchill, instead of combatting the British tendency to appeasement and his own partiality for European problems, has succumbed to both. The speech was also a mischievous masterpiece of bad timing.

Sir Winston began by assuming that the Korean war is about over. The truce negotiations, said he, "no longer involve any difference of principle. All that now remains is methods and procedure. . . ." But surely a veteran of Yalta and Potsdam, with their heritage of "free and unfettered elections" in Poland, should know that in negotiating with Communists differences of principle and of procedure are the same difference. To ignore this is to encourage the wishful thinking of Communism's dupes and sympathizers. This was proven later the same week when Nehru sided with the Communist formula on the prisoner issue. "In China," said Nehru, ". . . there has been evident a desire for the peaceful settlement of the Korean question." Next day the Chinese launched their heaviest attacks since March, accepting 1,100 casualties. Even if Sir Winston's speech was not a cause of the present stalemate in the truce talks, it certainly made inadequate allowances for that development.

Churchill also welcomed the "series of amicable gestures on the part of the new Soviet government," held out the hope of a "spontaneous and healthy evolution which may be taking place inside Russia," and concluded that now is the time for him and one or two other Western leaders to get together

with the new Kremlin gang and chat things out. He thought Malenkov might like to hear about the Locarno pacts of 1925, "the highest point reached between the wars," which guaranteed both France and Germany against aggression from each other. "I have a feeling that the master thought which animated Locarno might well play its part between Germany and Russia"—i.e., the West might offer to guarantee the Communist world's European boundaries.

There can be no fundamental American objection either to "more intimate contacts" with Malenkov or to discussing border problems. But Locarno is not the happiest analogy. It was negotiated with a thoroughly reliable German, Herr Stresemann, the Adenauer of his day. By inference Sir Winston attributes to the new Kremlin gang a similar reliability, for which there is no evidence whatever. The Locarno treaty failed, among other reasons, because it was not followed by "an eastern Locarno" concerning Poland. Nor would an agreement with the Soviets in Europe be secure without its Eastern counterpart, i.e., an agreement about Asia as well. Thus although he professed to seek only "piecemeal solutions," Sir Winston's idea leads inevitably to the grand philosophical and strategic conflict that divides the entire globe.

Churchill, one of its chief architects, did not retreat from any of Britain's commitments to the Western alliance. What he did instead was to raise hopes of a Kremlin conference at a time when such a conference would impede the alliance's urgent unfinished business, notably EDC. Finally his speech did a disservice to the British people by exploiting their own blind side. It shook its fist at Egypt, making them feel like their old selves. It abetted their hunger for peace, glory and noninvolvement all at the same time. It was a sort of Coronation Special.

That, at any rate, is how Churchill's speech sounded on this side of the ocean, and why it made Americans either sad or sore. The Attlee-McCarthy business gave us a brief but alarming glimpse of a rift's emotional consequences. It should impel both sides to quit talking irresponsibly and get on with some basic repairs to Anglo-American unity.

## WHEELS (OPTIONAL AT EXTRA COST)

In the beginning was the sled. Then some fur-tufted genius sparked an idea that sired all modern transport. He simply put a few round sticks under the sled's runners. Later, a second genius, bearing less fur and more brains, perceived a Great Short Cut: why not fix a couple of big rollers right on the load itself? Then and there the Wheel was born.

Quickly improvement flooded in upon improvement. The master wheelwright became a master of destinies. He built manure carts for the peasants' fields, scythe-bearing chariots for kings, high-axled Conestogas to conquer our West. Upon the wheelwright's honest craft empires depended.

But yet another revolution was impending. Instead of being pushed or pulled, the Wheel itself was to *carry* the power that turned it! (See p. 134). Now the wheelwright was called upon to outdo even himself. Subtly juggling tension against torque against thrust, he produced his penultimate triumph: that intricate spoked beauty—the Wire Wheel.

Here surely was the definitive Wheel! Strong enough to support the heftiest bloomer-girl cyclist, or to withstand the explosions of a Stutz Bearcat engine; graceful enough to appeal to the most discriminating.

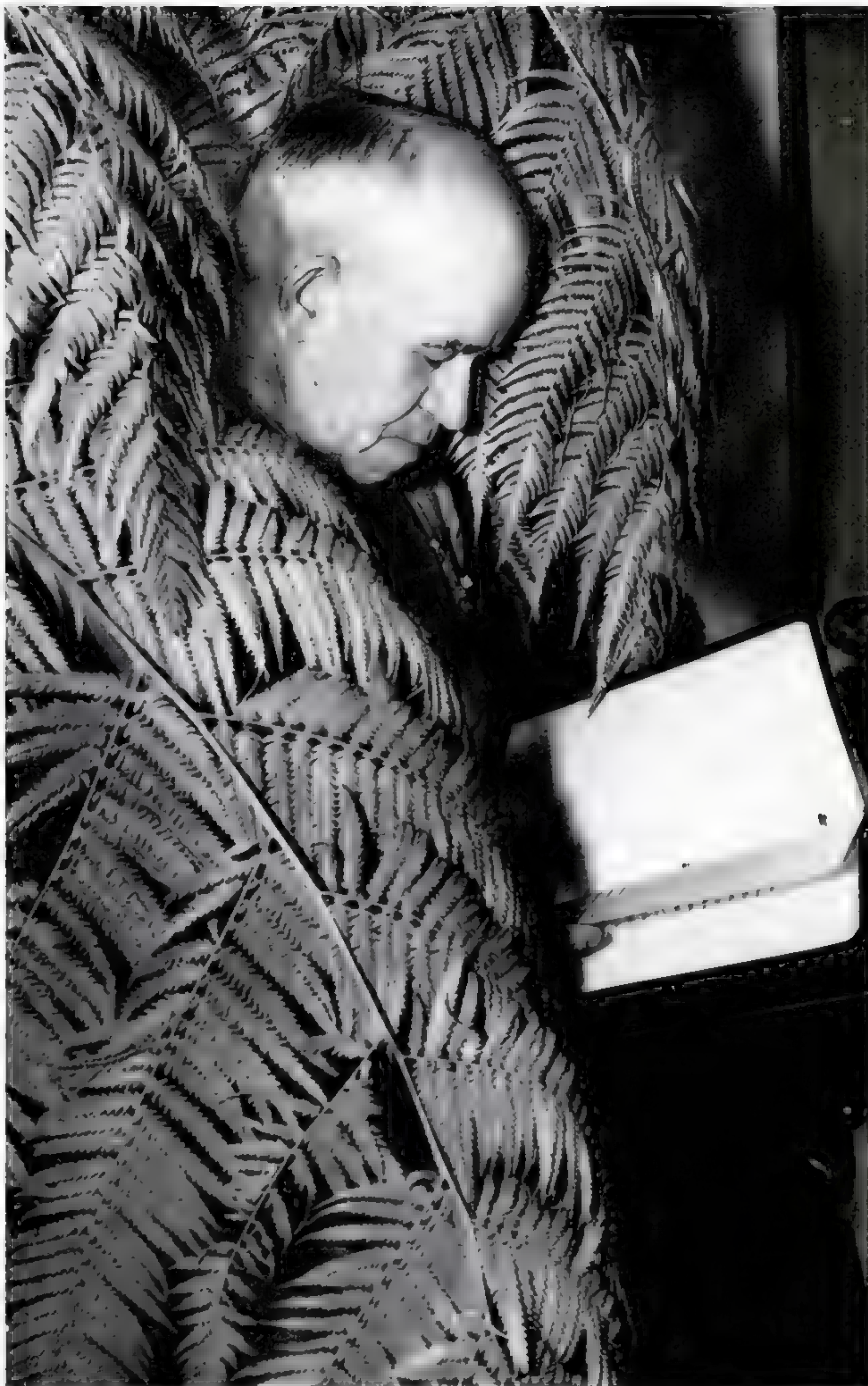
But wire wheels were hard to clean. Spokes got bent and threw the steering out of kilter. On top of that they were expensive to make. Into this gap then crept the wily metallurgists. Armed with vast hydraulic presses, they could stamp out a million gleaming steel disks before you could say "Apperson Jack Rabbit." So much for the wire wheel.

But some of the best European body builders never could afford big hydraulic presses. They simply turned out low sporty jobs with the same old wire wheels. Furthermore they began to bite small chunks out of the U.S. car market. Naturally this began to show up on our merchandisers' radar screens and they performed a quick defensive maneuver. Several American cars are now optionally equipped with that "Continental look," in chrome, in paint or—even more alluringly bogus—to snap on over your "old" disk wheels!

And so the wheelwright's long story now takes its first backward step, back toward the sled. As one ad puts it, "Something new for Junior—wire wheels! Of course, his Dad remembers them. . . ." Yes, indeed; and if Junior wants them let him wash them, or use them on his pushmobile. We'll stick to progress.



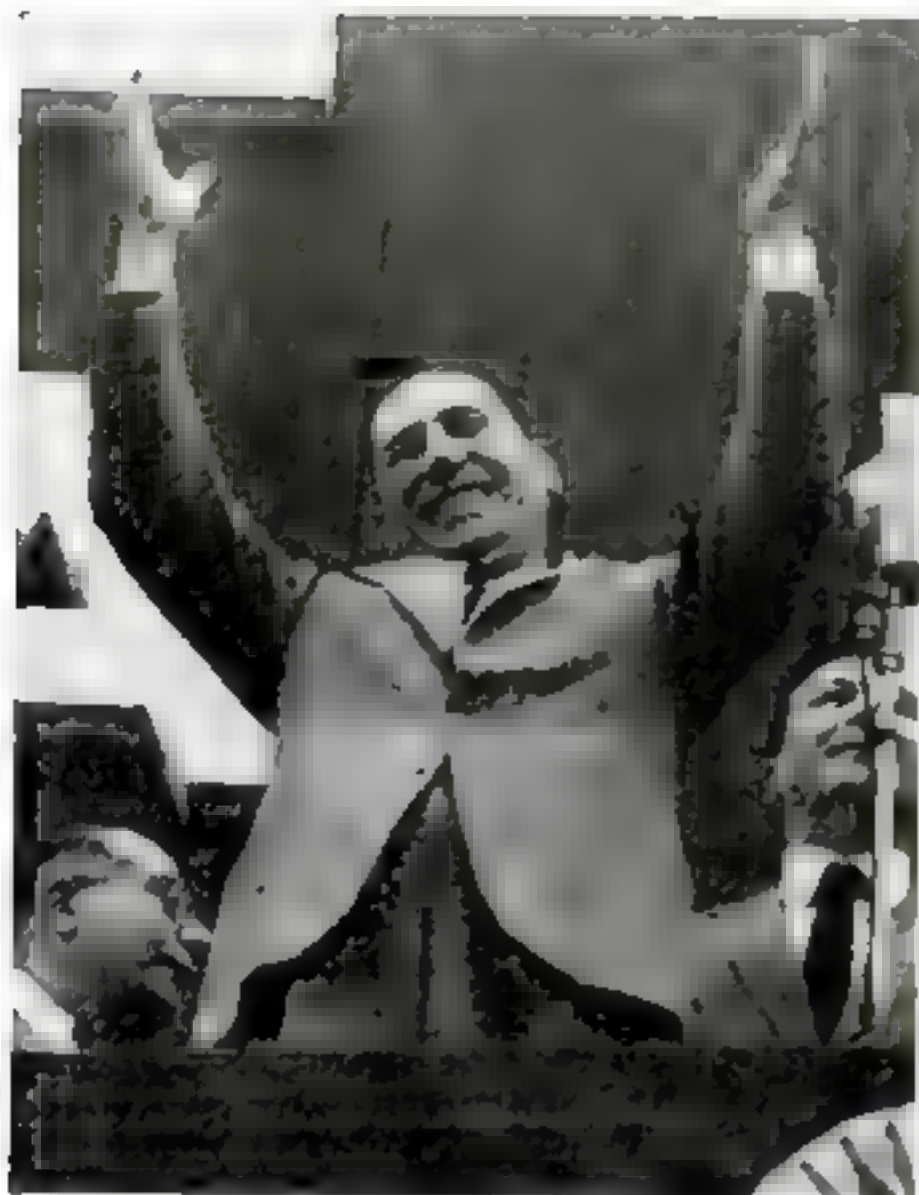
PICTURE  
OF THE WEEK



**A GENERAL  
AMONG FRONDS**

General Omar Bradley, whose distinguished career in the U.S. Army is nearing an end with the coming changes in the Joint Chiefs of Staff (p. 44), was to speak to the Women's National Press Club in Washington. A busy man, he needed a last chance to rehearse his speech—a plea for undiminished preparedness. While he was waiting for the ceremonies to begin, the general made his way to the side of the speakers' stand where a photographer spotted the man of war brushing up his eloquence in a peaceful setting of potted ferns.





INGRATIATINGLY, PERÓN PROMISES PRICE CUTS

## A DICTATOR GOES A-WOOING

Worried Perón has soft words  
for some, violence for others

When tyrants grow fearful of their peoples they turn to terror and in Argentina heavy-spirited Juan Domingo Perón was suddenly afraid. His country was grumbling over high prices, meat shortages, corruption, and he grew fearful of losing labor and army support. He unleashed a reign of arson and vandalism in Buenos Aires' streets. He ranted bitterly against his enemies and wooed his wavering supporters with promises to stop inflation. Last week, striking out at the criticism coming from the U.S., he closed down American news agencies serving Argentine newspapers.

The military and the unions—even so servile an army and labor movement as Perón's—had to be appeased. He tossed them a bone by firing his late wife Evita's brother, Juan Duarte, who had been his secretary and had gotten too rich too publicly. Three days after Duarte resigned, he was found dead in his apartment, officially a suicide.

Then the bombs started going off—two at a Perón mass meeting, more on May Day. Who set off the bombs no one knew, but the general was the one who benefitted most by them. His bully boys came barging into the streets crying for vengeance. They burned out the Socialist Casa del Pueblo with its excellent library. They raided the Jockey Club, center of the wheat and cattle aristocracy that once ruled Argentina, burning its priceless library and an art collection ranging from Goya to modern French masterpieces. In one fiery night, operating from one part of the city to another, Perón's men destroyed a good deal of what little culture and grace Argentina had remaining.



A "SPONTANEOUS" DEMONSTRATION of women is carefully arranged to gather at Perón's

palace before dawn when he starts work. Poster says, "We are on our feet," meaning they're all for him.





**THE JOCKEY CLUB**, before destruction, was housed in a \$4.5 million building. Its members,

the 4,700 landowners once lords in Argentina, gathered in velvet-draped salons, like one above.



**THE CLUB BURNS DOWN**, a victim to Perón's vengeance. While police stood watching,

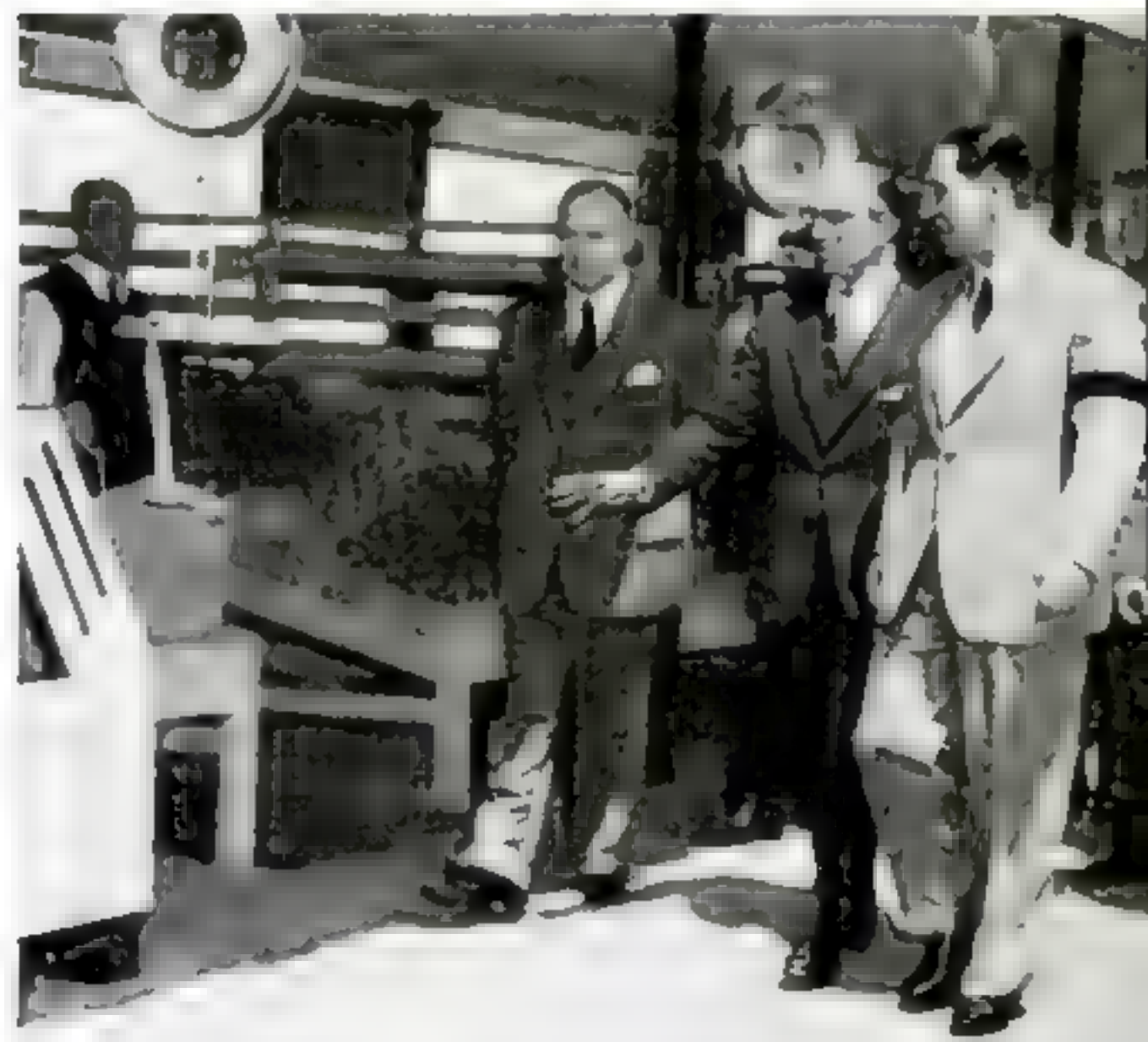
squads of vandals set fire to structure, carried library books out in armfuls to a separate bonfire.



**AT FUNERAL** of Evita's brother, Perón (left rear corner of coffin) bows head in memory of man he had just fired.



**MONKEY TRAINER**, a U.S. citizen, Esteban Jacyna, was victim of mistaken identity, jailed briefly as terrorist.



**CHECKING UP** on price reduction drive Perón (wearing mourning band for Evita) tours the market with officials.





**PRICE CONTROL BATTLE** brings police into markets for investigations. More than 1,200 mer-

chants were jailed and their shops closed with the sign *clausurado*. Quality produce was hard to get.

**Dictator** CONTINUED



**OFF TO JAIL** go storekeepers and market vendors after a police raid in a downtown shopping area.

## THE LID IS ON NOW BUT POT IS BOILING

It was difficult to keep track of the plots Perón's busy sleuths uncovered as the bombs kept going off around Buenos Aires and the crisis developed. After the burning of the Jockey Club (*preceding page*) people were arrested as subversive if they were heard commenting, "What a barbarity." Police found suspicious pieces of brown-stained paper in an auto repair shop, traced them to the sewer and announced that this proved the existence of a terrorist bomb-making plot. They dropped this "plot" quickly for a more plausible one. Two officials of opposition political parties, Vicente Centurion of the conservatives and Patricio Maria Cullen of the liberals, were caught, said police, trying to attach a bomb to the foreign minister's car in which a couple of cops just happened to be sitting.

But the extent of Juan Perón's troubles could best be judged by the excited and almost incoherent language he was using. Before his cabinet he cried "for the first time the workers have put a knife against my belly." In a speech he shouted, "The economic police with 200 inspectors can't watch 200,000 shops. But if I had 200,000 inspectors you would have to pay their salaries and half of them would be thieves anyway and prices would be even higher."

Perón's political thinking was clear. He had come to power as the voice of the industrial workers. He had promised them a new industrial nation. But it was not working out. His projects had not added enough to the nation's total production. Some, such as his atomic energy project, became fiascoes. Now, with prices quadrupled since 1946, the workers were drifting free, might be captured by other parties, other military figures.

Perón announced a 60-day battle to drive prices back to their levels of a year ago, declared he would hammer them down "with a rifle butt." When the police appeared in the marketplace, prices went down. But Perón was entering the kind of battle the farmers usually win. He had been in tough spots before and had always managed to scrape through. He seemed to be in control for the moment, but he had never been in such economic trouble. And it looked as if things were going to get worse.



**POLITICAL PRISONERS** line up in police station: Maria Tomkinson accused of lending car to



"terrorists," Emilio Alzaga, Carlos Centurion, Marcelo Alzaga charged with aiding anti-Perón leader.









## SOME JUSTIFIED BOOS FOR CHAMPIONSHIP FIGHT

People who came to the big heavyweight championship fight in Chicago last week had barely sat down in their \$50 ringside seats before they were on their feet booing. They had seen Jersey Joe Walcott, looking older than his 39 years, make creaking feints at Champion Rocky Marciano before being knocked down in the first round. They waited for him to get up, for the blows that felled him seemed far less devastating than the best Rocky could throw. But old Joe just kept on sitting, not heeding the referee who was tolling off the seconds. At the count of eight Joe stirred,

but before he could get up it was too late. He had been counted out.

It was one of the quickest and most dubious endings of a championship fight in boxing history. Some skeptics were wondering whether Jersey Joe Walcott, who got a guarantee of \$250,000 for the fight, had been unable or just unwilling to get up. The punches that ended his career as a prizefighter, for this was billed as Jersey Joe's last fight, hurt boxing and future gates more than it hurt him. As for the fight itself, it looked better being acted out by Referee Frank Sikora outside his dressing room (right).



**HISTRIONIC LOSER** acts bewildered, martyred, indignant after bout. He said he got a fast count.



**OUTRAGED RINGSIDER** who paid \$50 for two minutes 25 seconds of action, bellows in outrage.



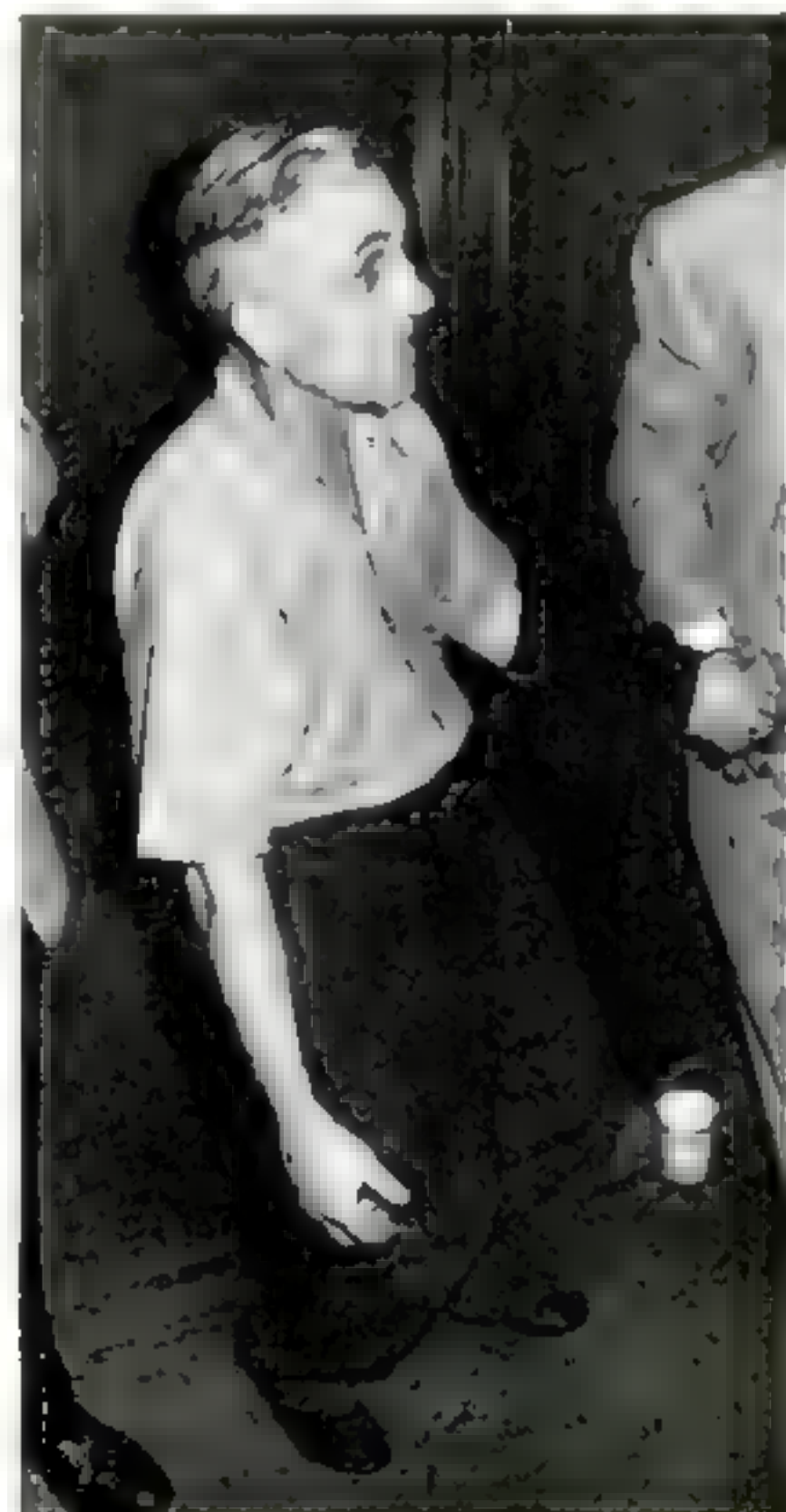
**EASY WINNER** wears a coy grin as he speaks into mike in his dressing room after his victory.





**OUTCRIES AND CONFUSION** filled Chicago stadium as Rocky Marciano has one hand raised in victory by the announcer, the other grabbed by trainer.

Charlie Goldman, Walcott scowls at right as hangers, cops and hushhodies crowd into ring. Behind are spectators, all looking annoyed, many booing and shouting.



**REFEREE RE-ENACTS THE END** outside his dressing room after fight. At left: Frank Sikora starts with Marciano's left hook. It woulda sent Joe down

if it was lower." The next was a hard right to the jaw (center) which here sends Sikora's coat flying. Knees buckling, Sikora shows what happened to Joe then.



# A FATEFUL DINNER IN A QUONSET HUT

Brilliant briefing of Eisenhower and Wilson results in choice of Radford as chairman of Joint Chiefs

*From LIFE Correspondents*

The setting for the dinner could scarcely have been less pretentious—a Quonset hut on Iwo Jima. The host was a trim, firm-jawed, serious-faced man in Navy suntans. His guests included President-elect Dwight D. Eisenhower and the Secretary-designate of Defense, Charles E. Wilson, who were making an overnight stop on their flight to Korea. Though the stop had been planned to break the monotony and wear of a long trip, history may record the dinner conversation that night as one of the most important but impromptu councils of strategy ever attended by Dwight Eisenhower.

Already one direct consequence of the dinner is known: the host, Admiral Arthur Radford, Commander in Chief, Pacific (CINCPAC), was last week nominated to succeed General Omar N. Bradley as chairman of the Joint Chiefs of Staff. And since the admiral is an officer with firm views on military and geopolitical strategy which he is able to articulate brilliantly, he will beyond doubt play a major role in revising military policy.

As CINCPAC and as an expert witness on the Far East, Admiral Radford was invited by the President-elect to give his counsel. He rose to the challenge without a moment's hesitation. "He made a hell of a talk, without notes, about the whole of the Far East," said one who heard him. "He had just returned from Pakistan, he knew conditions in the Philippines and Indochina. He knew who were our friends in the Orient and he had positive ideas about what should be done to help them, who should get priority in aid and what to do about various theaters at war. He gave his views on Formosa and Chiang Kai-shek. But the biggest contribution was tying all this into one thing, showing that you simply couldn't expect to push down trouble in one place and not expect it to pop up somewhere else. He showed himself to have as good a view of the world as any aside from Eisenhower himself."

## He sold himself in an hour

If the President-elect was impressed by this briefing, Secretary-designate Wilson was positively fascinated. Fresh from running the greatest manufacturing corporation on earth and now up against the field of geopolitics, which was brand new to him, Wilson recognized Radford as a big man who talked sense in big terms. "The admiral," one of the party says, "sold himself to Wilson in an hour."

When Eisenhower returned to his own quarters, he summoned an aide. "Is there room on our airplane for Admiral Radford?" he asked.

"No, sir."

"Then see who can be left behind," said the general. A member of the crew was quickly transferred.

Radford had not expected to be taken along, so when he arrived in Seoul in the bitter arctic night of Dec. 2 he was shivering in summer-weight khakis and quite thankful to draw an issue of Army woolens. On the flight to Korea and back by air to Guam and then on to the rendezvous aboard the cruiser *Helena*, the admiral accompanied the President-elect and Wilson. From the *Helena* he and Wilson flew



**AS HOST** to President-elect Eisenhower, Admiral Radford took his guest in jeep up Mount Suribachi.

to Hawaii while Eisenhower came on by sea.

By the time Wilson said goodbye to Radford a few days later it was obvious to the others that if the secretary-designate had been free to do so he would have made Radford chairman of the Joint Chiefs then and there. He already had General Eisenhower's promise that he could choose the Joint Chiefs, because the President-elect felt the civilian secretary should be free to run his own show with a minimum of interference.

More surprising than the immediate rapport established between Wilson and Radford was the impression the admiral made on General Eisenhower. Only five years before, they were mere acquaintances and most hostile service rivals. As Chief of Staff in 1947 General Eisenhower fought for unification of the services. As Deputy Chief of Naval Operations, Admiral Radford opposed unification on any but the Navy's terms. The sessions of the Joint Chiefs he attended were often stormy.

"I'll never attend another meeting of the Joint Chiefs of Staff," Eisenhower was once quoted as saying, "if Nimitz brings along that so-and-so Radford."

True or not, the anecdote correctly reflects the bitterness Radford's opposition aroused in



**IN HARMONY** with Charles Wilson and Herbert Brownell, Radford sings hymns on U.S.S. *Helena*.

other officers in both the Army and Air Force. He also incurred the anger of the White House, so when he was sent out to the Pacific in 1949 Washington viewed it not as a promotion but virtual banishment. Later, when he was called back from the Pacific to testify before Congress, he openly led the revolt of the admirals—the uprising in 1949 against Secretary of Defense Louis Johnson's suspension of work on the supercarrier U.S.S. *United States* and his cuts in naval appropriations. The admirals attributed the decisions to Air Force pressure. Their counterfire was targeted on the superbomber, the big and costly B-36. "Should an enemy force an atomic war upon us," Radford said, "the B-36 would be useless defensively and inadequate offensively." On another occasion he told a congressional committee that the B-36 was a "billion dollar blunder." After such testimony Radford's advancement seemed blocked for good and so it might have been except for the dinner on Iwo Jima that night.

In Washington the scars of the congressional and service battles over the supercarrier and the B-36 have not really healed. Radford's appointment has aroused new suspicions among the men he fought, and his entry into office will not be eased by the severe cut in Air Force appropriations just announced by the Secretary of Defense. But even his critics admit Radford's courage, his brilliance and his great gift of being able to express simply and forcefully a coherent view of global strategy. The fury and futility of Radford's attack on the B-36 obscured a more pertinent prophecy that he was giving at the same time. The warning was that Russia might have much more to gain through war waged piecemeal by its satellites than by setting off a worldwide general war.

## A man matured by responsibility

The Radford who will return to Washington as chairman of the Joint Chiefs is a man matured by a long tour of duty in a highly responsible post. One who knows him well is Richard MacMillan, *LIFE's* correspondent in Honolulu, who cables:

"There is no doubt that Admiral Radford represents the implication that he is Navy only. He is a long-time naval air officer and he feels that airpower is the foundation of offensive warfare. He believes wholeheartedly in the strongest and most efficient kind of strategic Air Force."

"Another misconception about the admiral is that he favors attention to Asia over Europe. The fact is that he has always advocated the global concept of military planning. He feels that the fight against Communism is worldwide but that it is necessary to give attention and priority to the actual fighting theaters above all else."

"Admiral Radford's military thinking boils down to this—the United States and other free nations should not allow any further encroachment by Communism. He contends the military has the task of fighting a delaying action while we bring to bear our political force against Communism. He feels that we must lay plans to retrieve what we have lost—and that we have the power to regain the initiative."



# Soup for Lunch



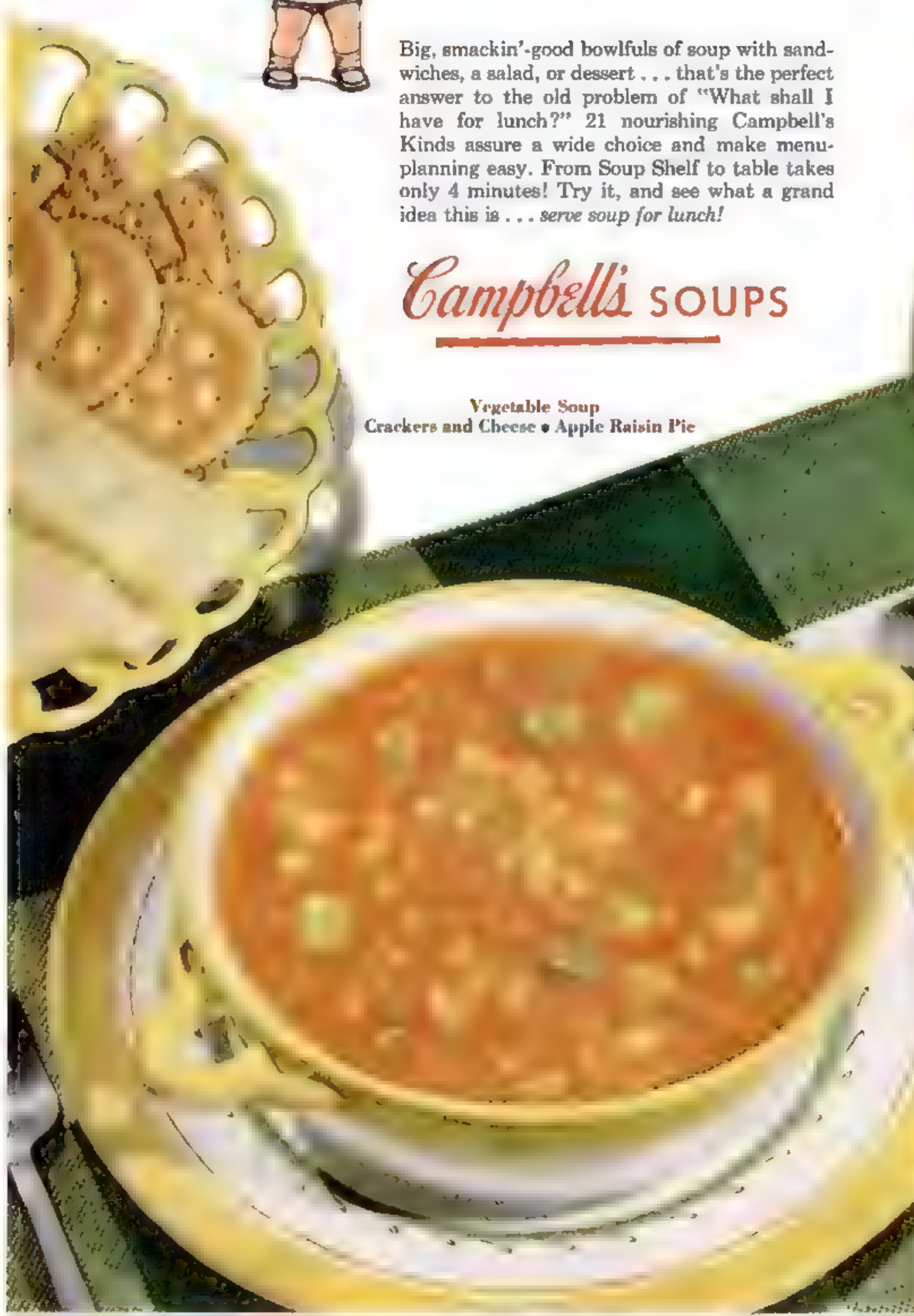
**HEARTY...DELICIOUS...EASY!**

**4 MINUTES FIXIN' TIME**

Big, smackin'-good bowlfuls of soup with sandwiches, a salad, or dessert . . . that's the perfect answer to the old problem of "What shall I have for lunch?" 21 nourishing Campbell's Kinds assure a wide choice and make menu-planning easy. From Soup Shelf to table takes only 4 minutes! Try it, and see what a grand idea this is . . . *serve soup for lunch!*

***Campbell's* SOUPS**

Vegetable Soup  
Crackers and Cheese • Apple Raisin Pie



**"My Soup Shelf is a WONDERFUL help!"**

"Our favorite soups are always on hand for quick meal-planning—especially Tomato and Cream of Mushroom, because I use them so much as cooking sauces, too."



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LUCILLE BALL  
starring in the  
Lucille Ball, Desi Arnaz  
"I LOVE LUCY" Show  
CBS TV



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tops 'em all for  
**TASTE and COMFORT!**

*Your throat can tell—*  
*it's PHILIP MORRIS*

No matter what brand of cigarette you are now smoking . . . there's greater smoking pleasure waiting for you in the new PHILIP MORRIS King-Size.

Millions of smokers *have* tried them . . . and are buying them over and over again!

Once you've tried them, you will, too. Because from the very first pack *your throat can tell* that here, at last, is a cigarette not only good to *smoke* . . .

but good to the *smoker* . . . good to *you!* So . . . join the millions who now know PHILIP MORRIS King-Size tops 'em all for *taste and comfort*. Try a carton—now!



America's **Finest** Cigarette!



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# PHILIP MORRIS





***Expect something wonderfully different***

When you first taste Ballantine Ale it's not an experiment—  
it's an experience!

Top Fermentation—with Ballantine's pedigreed yeasts working upward,  
not downward, makes a wonderful difference in flavor and satisfaction.  
That's why Ballantine so often is the *only* ale served at the finest clubs,  
restaurants, and hotels. If your education hasn't included Ballantine Ale,  
you have an experience ahead.



**BALLANTINE**

*Ale*





**AT MODEL FARM**, example of private initiative in Italy, new ambassador makes a bovine friend.

## FACT HUNTING, FRIEND FINDING

### Ambassador Luce tours in Italy

To find out firsthand the facts about American aid in Italy, Ambassador Clare Boothe Luce last week set out through the country's needy south. In three fast-paced 12-hour days she visited dams, schools, housing and irrigation projects, experimental farms and land reform areas, largely financed by U.S. recovery and mutual security funds.

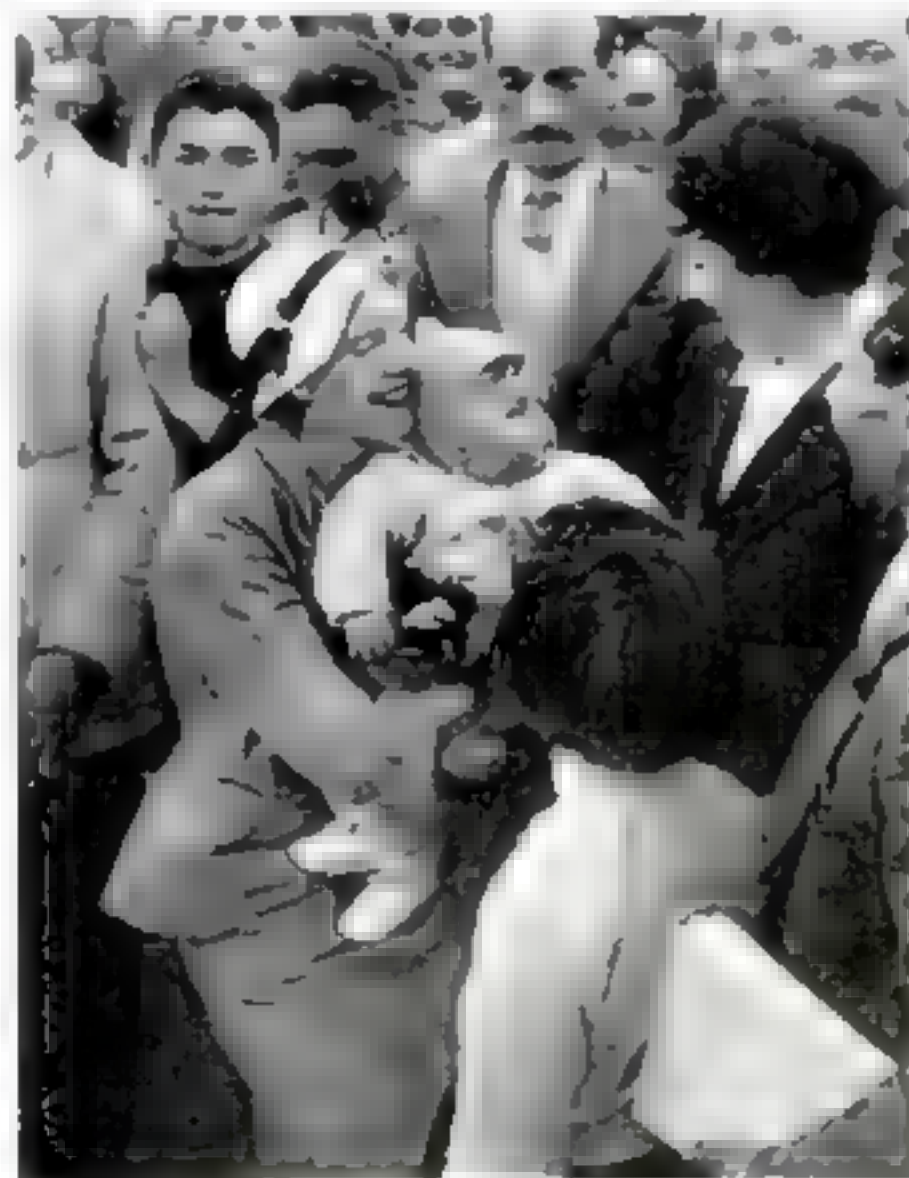
With tireless good humor the ambassador kissed babies, drove a reaper, went walking in the waist-high wheat, chatted with workmen about their jobs and with wives about housekeeping. She promised a relic of Pope Pius X to a new church, received in turn the party card of a reformed Communist and more flowers than she could carry. Praising Italy's accomplishments and "very proud" of America's part in them, she returned to Rome, having found many facts and even more friends.



**WITH ITALIAN OFFICIAL MRS. LUCE SURVEYS PROGRESS ON DAM TO HARNESS THE BRADANO RIVER**



**KISS FOR LAD** is bestowed at irrigation project. Worker (left) holds flowers given him by Mrs. Luce.



**HUG FOR BABY** comes as ambassador amid a smiling crowd, visits 200 family housing project.



**FLOWERS FOR GUEST** makes arrival as she visits polite tots in new community center school.



**"DANGER..  
CURVES  
AHEAD"**  
*warns  
Esther  
Williams*

Continuous curves of beauty—that's what you find in the superb new "Esther Williams" swimsuit, created by Cole designer Margit Fellegi.

The revolutionary new Lastex fabric fits so glove-smooth that even after a swim you'll be just like Esther's new MGM picture—"Dangerous When Wet!"

*At fine stores, \$14.95.*



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**MAKING A WISH**, Adlai in his bare feet lifts wishing stone in pagoda. He didn't reveal his wish but by Burmese tradition it is supposed to come true.

## BAREFOOT IN BURMA

It was Buddha's 2,515th birthday while Adlai Stevenson was in Burma on his world tour. Paying his respects to the deity worshiped by 150 million Asians, the ex-candidate visited the sacred Shwe Dagon Pagoda in Rangoon (*above*) and the Arakan Pagoda in Mandalay (*below*). Shwe Dagon has a peculiar sanctity because it is said to contain relics not only of Buddha but of the three gods incarnate who preceded him. Doing as the Burmese do, Adlai entered the shrine barefooted.



**POKING THE NAVEL** of an ancient statue in the Arakan Pagoda, Adlai follows a traditional procedure which is supposed to cure stomach disorders.





1. Said Roving Ray, reporter for the *Earmuff Falls Gazette*.  
 "I came to town to gather news, but nothing's happened yet!  
 The whole day's gone, I'm tired and hot, and things are bad at best.  
 I guess I'll stay at Statler, where I'll really be a guest."



2. "This Statler room's a perfect place to spend a restful night.  
 It's large and airy, fresh and clean—and everything's just right.  
 The big soft bed looks mighty good—the whole room seems designed  
 To put a weary traveller in a cheerful frame of mind."



3. "A good refreshing Statler bath is what I need," said he.  
 "The water's hot, there's lots of soap—and that appeals to me.  
 The towels here are extra soft—and there's a full supply.  
 The Statler really makes an art of pampering a guy!"



4. Then Roving Ray meandered down to have a Statler meal.  
 "What food!" he cried. "What service! What a super-special deal!  
 I wonder if the home folks know how great this Statler is?  
 When a fellow stays at Statler, why, the world is really his!"



5. "I've got my story," Ray announced when checking out next day.  
 "The Statler's in the heart of town—it's great in every way!  
 I'll bet the gang in Earmuff Falls would like the Statler, too.  
 When I come back, I'll stay right here—the only thing to do!"

Here's news! U. S. Defense Bonds now pay more than ever before!



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT  
 CLEVELAND • ST. LOUIS • WASHINGTON • LOS ANGELES

ANOTHER GREAT NEW STATLER—HARTFORD  
 (OPENING SUMMER 1954)

Do you owe yourself a treat? Make it a weekend at the Statler!



# LIFE ON THE NEWSFRONTS OF THE WORLD

Czechoslovakia frees Oatis, the Middle East troubles Dulles and Niagara Falls faces water rationing



OATIS ARRIVES AT WEST GERMAN BORDER

After two years and 22 days in prison on a charge of espionage, Associated Press Correspondent William Oatis was set free last week by the decree of Czechoslovakian President Antonin Zapotocky. Oatis had been sentenced to 10 years in prison and was considered a martyr to the cause of freedom of the press. Although Moscow's *Pravda* said Oatis' release was due to a personal appeal by letter from his wife Laurabelle, it was more likely another move in the Communist "peace offensive." Handed over to the U.S. Embassy officials in Prague, Oatis was driven to the West German border and finally, smiling happily, he was out from behind the Iron Curtain and bound for home.

Carlos Romulo resigned as the Philippines' ambassador to the U.S. and chief delegate to the U.N. so that he could run against President Elpidio Quirino for the Liberal Party's nomination. Romulo said he considered it his "duty as a Filipino" to fight the Quirino machine. The winner of the struggle will face the Nacionalista's popular Ramon Magsaysay (*LIFE*, April 20) in the November presidential election.

## Congress considers \$10,000 raises

The Senate Judiciary Committee last week voted unanimously to give all senators, representatives and many federal judges a pay increase of \$10,000 a year. Although most people feel Congress deserves a raise, the Senate committee's action came at an awkward time since Congress has loudly committed itself to an economy drive. Majority Leader Robert Taft said cautiously, "I don't think people believe this is a peculiarly appropriate time to raise congressional pay," and hoped to get Congress off the hook by letting a neutral presidential commission study the salary question.

*Near Pau, France, Jean Emile Rioutord set out to drown his unwanted dog in the river. When the dog came home alone, Rioutord's family rushed to the river and found Jean Emile's drowned body.*

An Iron Curtain satellite was close to an independent agreement with an anti-Soviet nation last week. In the interests of trade Romania and Yugoslavia are setting up joint control of the Iron Gate portion of the Danube on the border between the two countries.

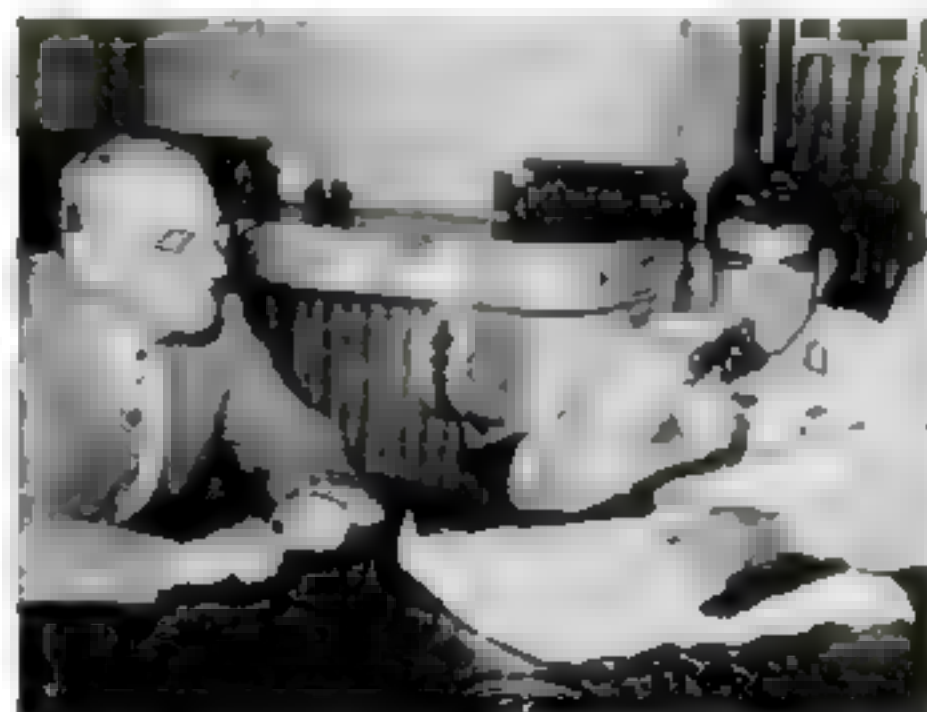
## Wilson explains Defense cuts

Explaining how the Administration was going to cut \$5.25 billion from the Truman military budget, Defense Secretary Wilson told Congress draft calls would be lowered, the Armed Services reduced by 292,000 men and the Air Force goal of 143 wings cut to 120 wings. Despite these cuts, which have already been questioned by Congress, Wilson optimistically says his "defensive" budget will produce a stronger U.S. in 1954 than the Democrats had planned.

*Ever since March 29 a Hereford bull named Pete has had the hiccups. Since the veterinarians in the bull's home town of New Vienna, Ohio and at Ohio State University have never dealt with bull hiccups before, they have tried hit-or-miss cures of pepper, electrotherapy, ethyl alcohol injections and mineral oil and are now trying drugs. (They did not try the classic human cure of having him stand on his head and drink a glass of water.) Pete is still hiccuping.*

## A gift and some problems

With Britain hurriedly moving in extra troops to protect the Suez Canal and Egyptian Premier Mohammed Naguib demanding an end to "British occupation and aggression," Secretary of State John Foster Dulles arrived in Cairo last week on a fact-finding tour of the Middle East. He gave Naguib what the British considered a singularly inappropriate gift from



NAGUIB BRANDISHES GIFT FROM IKE

President Eisenhower—an automatic pistol—and issued what the Egyptian press considered a singularly anti-Egyptian statement—that the Suez must be "available for immediate use on behalf of the free world." Later Dulles and Egyptian leaders had serious but friendly talks which promoted better U.S.-Egyptian relations and gave some hope that Britain and Egypt will not come to blows over the canal.



SARA LANE DONS \$280,000 DIAMONDS

At the British Industries Fair in London a photographer wanted pictures of someone wearing the magnificent coronation-year jewelry that was on display. And so for a few moments Sara Lane, an old charwoman, had the half-happy, half-tearful experience of wearing \$280,000 worth of diamonds.

## How life may have started

An experiment showing how life may have begun on the earth has been performed by a 23-year-old University of Chicago student. Working under Nobel Prizewinner Harold Urey, Stanley Miller built an airtight glass apparatus containing water, methane, hydrogen and ammonia—the colorless components that some scientists believe made up the original atmosphere of the earth. When he fired an electric spark into the apparatus, Miller found that the gases and water broke up and recombined into a dark red liquid containing amino acids, the basic "life-like" chemicals. Amino acids, which may have been formed in just this way when the earth was young, are components of proteins or living molecules.

*Mr. and Mrs. Winifred Mansell of Keston, England paid only sixpence for their cat Ginnie. Last week the Mansells got a handsome 200,000% return on their investment when Ginnie limped home with a painful forepaw to which were stuck two diamonds appraised at \$70 each.*

## Niagara will go on half-time duty

A joint U.S.-Canadian engineering commission has agreed on a \$17.5 million project which will cut the flow of Niagara Falls to half speed every night. In the last 275 years the 200,000 cubic feet of water that thunders over the cliff every second has worn away 900 feet of rock from the famous Horseshoe. When the project is completed, the flow can be reduced to 100,000 cubic feet after the sightseers have gone to bed, thus preserving the beauty of the falls and also providing more water for the production of electric power.



May your pretty feet meet *Sun-steps*

The illustration shows a woman's legs from the knees down, wearing a white dress with black polka dots. She is holding several white daisies. Four different styles of shoes are floating around her legs, each with a label:

- BALLERINA**: A yellow, low-heeled, open-toe shoe with a black strap across the foot.
- COQUETTE**: A black, low-heeled, open-toe shoe with a black strap across the foot.
- ORLANDO**: A brown, low-heeled, open-toe shoe with a black strap across the foot.
- SUN-RING**: A white, low-heeled, open-toe shoe with a black strap across the foot.

...for your gayest summer yet!

At the nicest stores . . . the ones  
that feature these famous names

**B. F. Goodrich and  
Hood Rubber Co.**



# Now

make your cooking more delicious,  
more nutritious, and more digestible  
—with Swift'ning!



## Cherry Top-Notch Pie

Swift'ning makes your piecrust more digestible  
than any other shortening! Flakier, too!

2 cups sifted flour 1 tsp. salt 1/2 cup Swift'ning

Sift flour with salt, cut in Swift'ning till particles are the size of small peas. Sprinkle with water, a little at a time (about 1/4 c.). Toss lightly. Press into a ball. Roll half of dough on lightly floured surface. Fit into 9" pie plate, trim edge.

Roll remaining dough. Cut out 6 circles the size of a nickel (one for each piece of pie). Fill pie. Cover with top crust, press edge with fork. Trim. Bake in a very hot oven (450° F.) 25 minutes. Use this design to cut 12 leaves from left over pastry. Mark lines for "veins". Bake. With a toothpick, follow "veins" tightly with green coloring. Tuck cherry and leaves into each cut-out circle.

**FILLING:** Blend 1 1/2 c. sugar and 4 tbs. cornstarch. Mix with juice drained from two No. 2 cans unsweetened cherries. Stir constantly and boil 5 min. Cool. Add cherries.

A Martha Logan Recipe

## Digestible French Fries

Swift'ning-fried, this way,  
they're actually more digestible  
than boiled or baked potatoes!

6 medium-sized baking potatoes Salt  
1 pound (2 cups) Swift'ning

Wash and pare potatoes, cut lengthwise into strips 1/2" thick. Soak in cold water to 1 hour.

Heat Swift'ning in a deep kettle to 365° F. or until a cube of bread browns in 60 seconds. Be careful not to over-heat.

Drain potatoes and wipe very dry between towels. Place just enough in bottom of frying basket or sieve to cover sparsely. Cook in hot Swift'ning (365° F.) about 5 min., till golden brown, keeping potatoes in motion. Drain well over kettle, then turn out onto a tray covered with absorbent paper. Sprinkle with salt and serve hot. 4 servings. A Martha Logan Recipe

## P.S. to Cake Bakers...

Swift'ning is a Quick-Mix type shortening. It gives you the highest, lightest, richest cakes obtainable.





# Swift'ning\* is the *most digestible* *shortening you* *can buy!*

That sensational statement is made with no exceptions. The Swift'ning now on your grocer's shelves is more digestible than any other shortening. And it's more nutritious, too.

Swift'ning cakes are high and handsome. Swift'ning pies are flakier. Foods fried in Swift'ning taste better than with other leading shortenings. All these wonderful foods are more digestible, more nutritious.

Get Swift'ning today!

Start the Day with a Smile!  
Tune in Don McNeill's Breakfast Club,  
Monday through Friday mornings over ABC.



\* Swift'ning is the trade-mark  
for Swift's Company's Shortening.





*Deliciously yours,*

*P.S. Mm-m-m! Which will you try first...the roast beef?...  
the meat loaf? No matter. Just try any cold cuts with Hunt's  
nice-and-spicy catsup. Can't help lovin' that wonderful flavor!*







THE VILLAGE OF FUNKLEY, JOINED BY TEN FRIENDS, ASSEMBLES BEFORE DEPARTURE TO NEW YORK

## TINY FUNKLEY TAKES A TRIP

**As a reward for making cancer dressings a whole village in Minnesota gets to visit New York City**

The tiny town of Funkley (pop. 25), which says it is the smallest incorporated village in Minnesota, has not seen much excitement since the days of the 1920s when it was a lively logging community. Funkley has had the same mayor for 35 years, and during all of 1952 the town constable never had an occasion to make a single arrest. The men make their living from the railroad, their farms and Funkley's one store. For the last two years the biggest thing in town has been the monthly meeting of the Women's Missionary Society of the Evangelical Free Church at which all the ladies in Funkley and some of their nearby friends tear up old bed-sheets and turn them into dressings for the American Cancer Society.

Funkley's little cancer-dressing unit is only one of 4,371 in the U.S.,

but the American Cancer Society recently decided that the town's wholehearted efforts deserved special recognition. The Women's Missionary Society and everyone else in Funkley was invited for a free five-day sight-seeing trip to New York, with all the expenses to be paid by Pacific Mills, a manufacturer of sheets and textiles. "I'll go," said 78-year-old Mayor E. J. Wooden, "if they have to carry me on a stretcher." He spoke for everyone in town—almost everyone that is. When the group took off this month two old men stayed behind. One of them, Richard Smith, 72, explained that his feet were on the bum. The other, Hank Huffstutler, 80, insisted that Funkley had just as much to offer as New York. "I was there in 1900," Huffstutler said. "It's jost a lot of concrete."

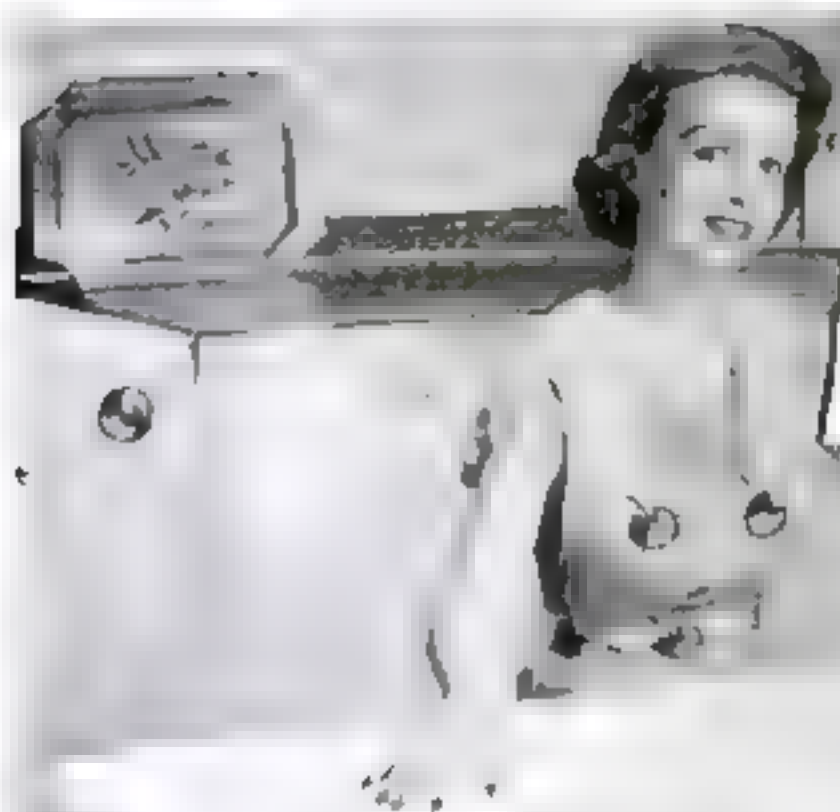
DESERTED BY THE REST OF FUNKLEY'S NEW YORK-BOUND CITIZENS, HANK HUFFSTUTLER, ONE OF TWO WHO STAYED BEHIND, WALKS THE EMPTY STREET



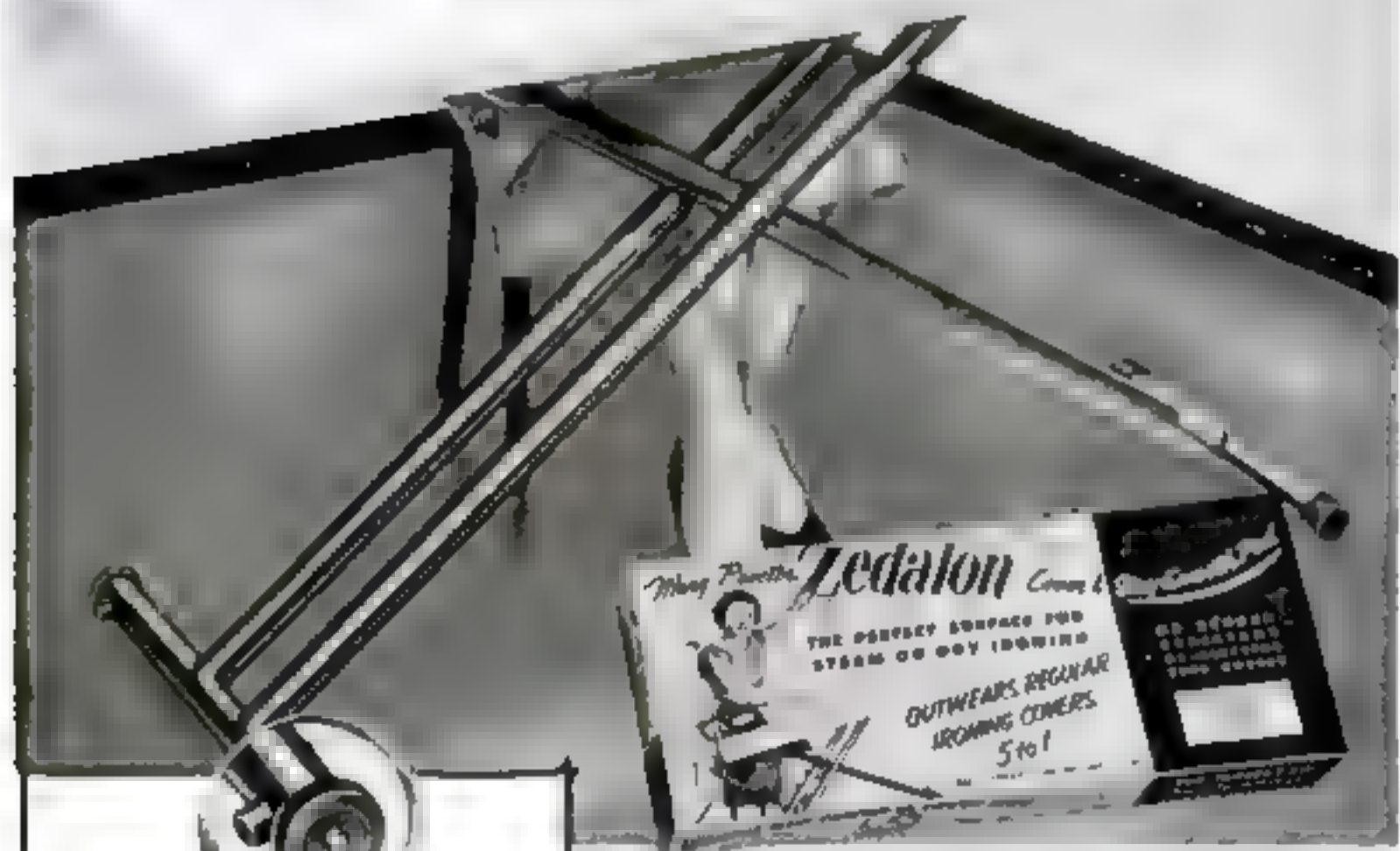
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# PROCTOR \$-SAVER SPECIAL!



HI-LO IRONING TABLE 13.95  
ZEDALON COVER & PAD 4.95  
Regularly \$18.90  
FOR A LIMITED TIME ONLY **\$15.95**



**\*ONLY PROCTOR  
GIVES YOU ALL 3**  
Exclusive Easy-Shift Wheels.  
End jumping up to slip dresses  
and skirts over tapered point;  
you shift table at a touch.



Plenty of Knee  
Room with exclu-  
sive off-center legs.



Adjusts from 27 to 36 inches  
High. Comfortable ironing  
height whether you're tall or  
short, sit or stand.



## "STOP BEING AN IRONING DRUDGE"

Only the Mary Proctor ironing table pro-  
vides the three big features\* so essential  
to comfortable sit down ironing. See how  
much faster your ironing goes with the  
right table and the perfect scorch resistant  
ironing cover, ZEDALON. Buy table and  
cover set now at special price with  
Proctor's money back guarantee.

## SCORCH RESISTANT Zedalon

Perfect Cover for Steam and Dry Ironing  
OUTWEARS OTHERS up to 5 to 1

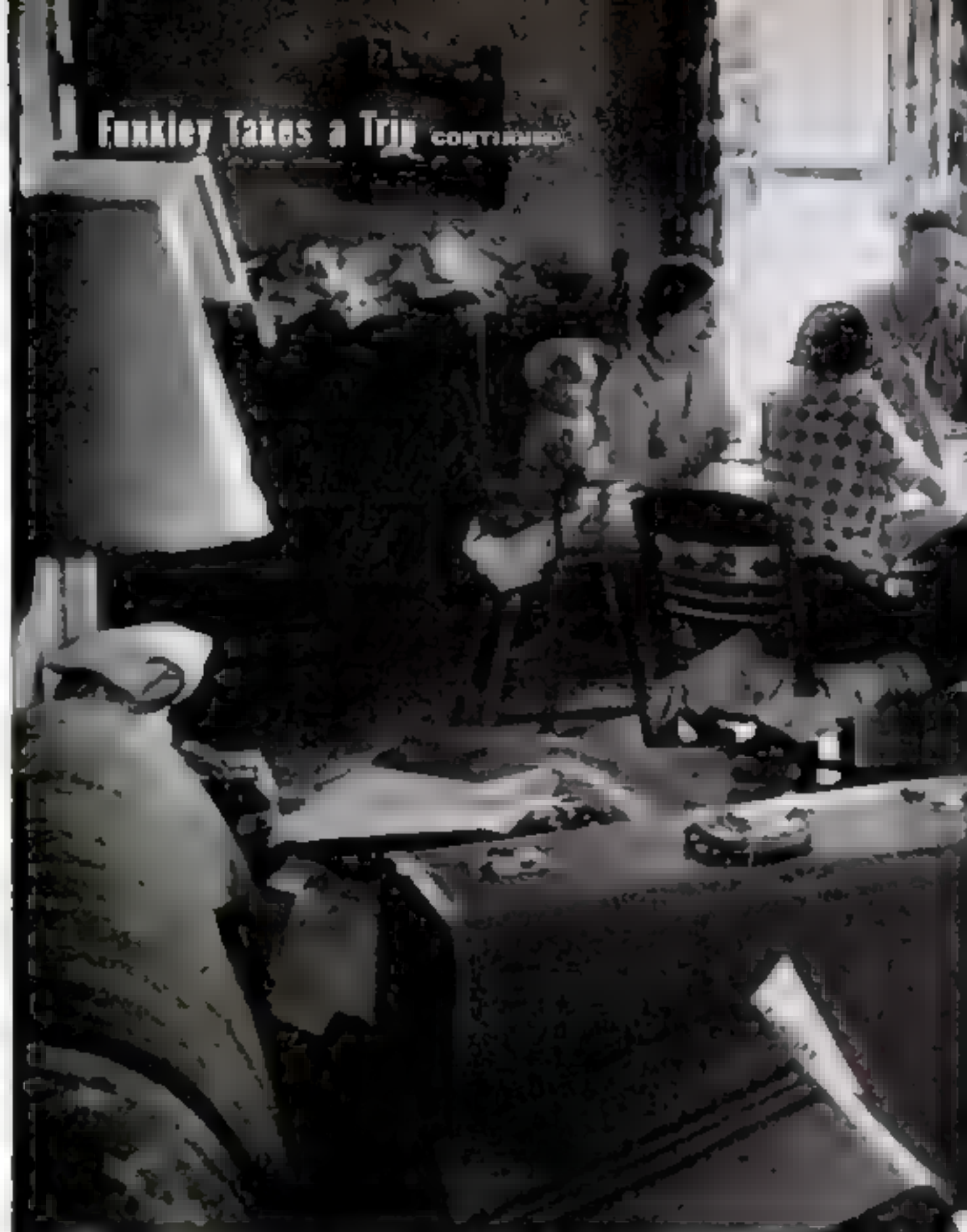
Washable, won't shrink out of fit. Stays snug,  
smooth, firm so ironing is easy. Stay-Smooth Pad  
& Cover fit all standard size ironing tables.

Windsor models available at slightly higher prices

# PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

Proctor Electric Company • 3rd St. & Hunting Park Ave. • Philadelphia 40, Pa.



IN THEIR LUGGAGE-LITTERED LIVING ROOM, THE NAGEL FAMILY EATS ITS



GETTING READY for New York trip, Mrs. Josephine Smith gives her-  
self a home permanent. She had lug-  
gage packed 10 hours ahead of time.



POSTMASTER FISHER TURNS OVER

BLACKDUCK SCHOOL BAND COMES TO FUNKLEY FOR THE BIG SEND-OFF







LAST MEAL AT HOME. THEY EVEN TOOK THE 11-MONTH-OLD BABY ALONG



JOB TO LADY FROM NEARBY TOWN



CHOOSING SOUVENIRS to give away on trip, Mrs. Ed Bowman holds Paul Bunyan and his ox, Babe, legendary figures of the Funkley region.

FUNKLEY'S SNEAKER-CLAD MAYOR SURVEYS NEW YORK FROM BUS DOOR



# Best Buy

Guaranteed to Outperform Toasters Costing  $\frac{1}{2}$  More!



# Best Toast

Get Any Color Toast from Any Bread at Any Time!  
Even reheats cold toast without changing its color.

- Snap-out Crumb Tray
- Try it for 10 days under Money Back Guarantee!
- Toasts One Slice or Two

Wholesaler models available



at slightly higher prices

## PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

Proctor Electric Company, 3rd St. & Hunting Park Ave., Phila. 40, Pa.





**THESE EYES TELL  
THE STORY OF AN  
*enchanting change***

You can look far lovelier . . . have more beautiful eyes. It's ever so simple! Dramatize your lashes with Maybelline Mascara—they'll not only look longer and darker . . . but your eyes will appear larger, lovelier. And for graceful expressive brows . . . just a touch of soft Maybelline Eyebrow Pencil. Give your eyes romantic beauty with

*Maybelline*



PREFERRED BY SMART WOMEN THE WORLD OVER

MASCARA ★ EYE SHADOW ★ EYEBROW PENCIL



**HAPPY IN WASHINGTON,** Funkleyites meet the President. Funkley's mayor was absent, having slipped in a hotel bathtub and cracked two ribs.



a treasure that's  
always in fashion!

your cultured  
pearls by  
**DELTAH**

Bred in the ocean's depths, and glowing with the special radiance that distinguishes quality cultured pearls, a strand of these famous DELTAH beauties enhances anything you wear!

And—because DELTAH experts selected these cultured pearls at Far East pearl fisheries before the rise in today's market you save one third by buying now!

Hand-knotted necklaces with 10K gold clasps for as little as \$37.50, at better jewelers.

AT BETTER JEWELERS  
**Deltah**  
CULTURED PEARLS

HELLER & SON, INC. FIFTH AVE. NEW YORK



**LONELY IN FUNKLEY,** Richard Smith, 72, who stayed behind, watches a house being torn down as he waits for the townspeople to return home.



A salesman who hails from Saint Paul,\*  
Likes **Calvert** in drinks short and tall.

And now he suggests  
That you too make taste tests,  
Just **sniff, taste, and choose**—that is all.



\* EDWARD EICHER,  
Salesman, St. Paul, Minn.



1. **SNIFF** ¼-oz. samples of Calvert and any other whiskey you choose. Compare the difference in bouquet—without knowing which is which.



2. **TASTE** each whiskey critically to be certain which is smoother and mellower. Swallow carefully to judge freedom from bite, burn or sting.



3. **CHOOSE** the right whiskey—the one that *really* tastes better to you. We predict that you will pick Calvert because it is skillfully blended to the taste preference of a "Consumer Jury" made up of thousands of folks like you. But, after testing, if you still like another brand better, stick with it. *Fair enough?*

Compare...and you'll switch  
to **Calvert**











**TRAFFIC LIGHT FINCHES** get their start in life 20 feet above the intersection of Western Avenue and El Segundo Boulevard in West Los Angeles.

## SPARE THAT NEST!

### Workmen stop work to let birds raise families

Unthinking people are always disturbing nesting birds, but this spring the birds are disturbing people. Not satisfied with pastoral homes in trees, shrubbery or even lardhouses, birds have moved in on civilization. In West Los Angeles five young house finches are screaming their heads off in a traffic light (*opposite*). The light keeps the nursery warm and cheerful, but the County Road Department, which worries that it can't service the signal, worries even more that the finches may fall out. In St. Louis a nesting robin is holding up a \$250,000 addition to a welfare home because the workmen don't want to disturb the young robins. In Washington, D.C. a pigeon has laid two eggs in the machine that prepares all the National Geographic Society's map paper. In spite of an approaching shortage of map paper President Gilbert Grosvenor does not want to evict the pigeon. "We send expeditions all over the world to look at birds," he explains. "When a bird comes to see us, the only thing we can do is to treat it courteously."



**WASHINGTON PIGEON** raises young and havoc in a nest in the National Geographic Society's machine for processing its special map paper.



**ST. LOUIS ROBIN** delays building project. "I'm not a bird lover," says the building company president. "I just respect a fellow contractor."

← FIVE HUNGRY FINCHES STAY WARM IN WEST LOS ANGELES "GO" LIGHT

# The only tissue that meets you halfway



Soft!  
Strong!  
Pops Up!



Have you discovered the wonderful difference between soft, strong Kleenex\* and all other tissues? Because of its Serv-a-Tissue box, only Kleenex meets you halfway—serves one at a time (not a handful!). Ends waste, saves you money. And its higher quality, year after year, makes today's Kleenex the finest you've known. Just perfect for colds, for beauty duty . . . dozens of uses around your house and office!

\*U.S. REG. U.S. PAT. OFF.



# ANSCO ALL-WEATHER

*In any weather...with any camera...*  
**Clear, bright snapshots**  
**guaranteed**  
*if you use ANSCO film!*



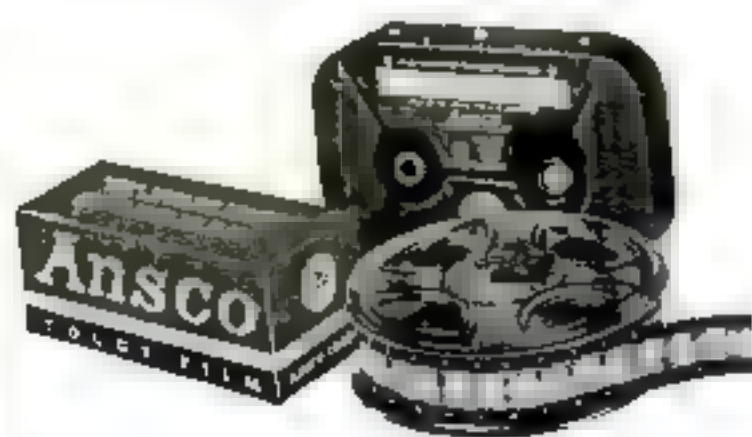
You get the kind of clear, bright snapshots you like with AnSCO All-Weather Film, or get a new roll free! Yes, either you are completely satisfied with the snapshots you make with *any* camera, in *any* weather, *indoors* or *out*, or just return the guarantee bond and negatives for a new roll of film.

Why take chances with other makes of film when AnSCO—and only AnSCO—guarantees results? Ask for AnSCO All-Weather Film in the bright red, blue and white package wherever you buy!

ANSCO, Binghamton, N. Y. A Div. of General Aniline & Film Corp.  
"From Research to Reality."

*You Save 15¢*

by getting AnSCO All-Weather Film in the 3-Roll Economy Pak! Its metal-foil wrapper keeps your reserve supply of film fresh until needed. Also in single roll packages.

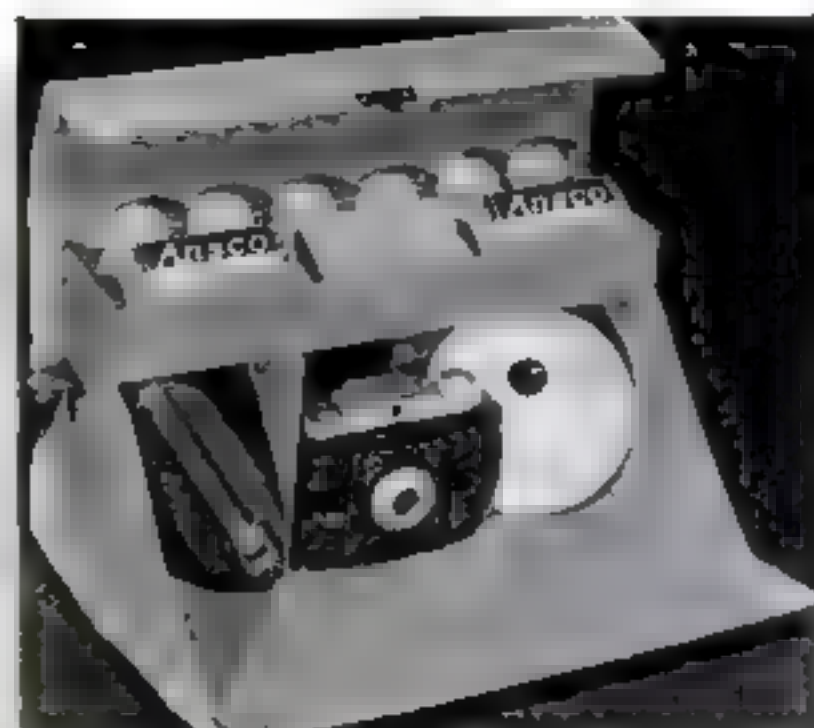


## ANSCO COLOR FILM

See your movies and transparencies come alive in AnSCO Natural Color! No other film gives the real-life look of AnSCO Color Film!

For Movies: 8 & 16mm magazines; 16mm rolls.

For "Still's": 120, 620 & 828 rolls; standard 35mm magazines; popular sheet film sizes.



**Flash Clipper Outfit.** Contains AnSCO Flash Clipper all-metal folding camera, special flash attachment, eveready camera case, 6 flashbulbs and 2 rolls of AnSCO Supreme Film. All in handsome luggage-type carry-all case with shoulder strap.

A real AnSCO value, \$26.15



# ANTHER FILM!



**Ansco Speedex f4.5 Camera.**  
This smoothly styled folding flash camera makes  $2\frac{1}{4} \times 2\frac{1}{4}$ " black-and-white or color pictures on 120 film. Has hard-coated f4.5 anastigmat lens in 1/200-second flash shutter.  
A real Ansco value, \$36.50  
Speedex f4.5 Special, \$48.65  
Speedex f4.5 Spec. R. \$57.50



**Ansco Readyflash Camera.**  
This modern, streamlined flash camera combines easy-to-use and easy-to-load features with rugged construction. Makes 8 album-size  $2\frac{1}{4} \times 3\frac{1}{4}$ " snapshots on 620 roll film.  
A real Ansco value, \$6.30  
(Flash attachment, \$2.75 extra.)



**Ansco Viking f4.5 Camera.**  
A fine folding camera with a hard-coated f4.5 anastigmat lens in a 1/200-second flash shutter. Makes album-size black-and-white or color pictures,  $2\frac{1}{4} \times 3\frac{1}{4}$ " on 120 roll film.  
A real Ansco value, \$48.65  
Also, Viking f6.3, \$34.95  
Viking Readyset . . \$19.95





**Wear:** The Viracle suit is strong, durable. Perfect day after day, summer after summer, for the man who leads an active life.



**Wrinkles:** No longer a problem. Relax. The blend of Dacron\* 55% and wool 45% assures a lasting, well-groomed look.



**Press:** A sudden shower is no threat to the press. The Viracle starts the day looking well, stays that way.



**Appearance:** After dinner, and no sign of flagging, no hint of wrinkling. The Viracle is still as crisp, as flattering as ever.

\*Trademark for Du Pont's polyester fiber

†Trademark for Hart Schaffner & Marx suit.

## the time to mix pleasure with business

It used to be that summer was a long stretch of discomfort, punctuated by Saturdays and Sundays. Not so today. For some fortunate men, the working week will be nearly as comfortable as the weekend. Their secret is the Viracle† suit, made of a Dacron\* and wool fabric woven by Milliken, handsomely tailored by Hart Schaffner & Marx.

It is more than a suit; it is eminent good sense. The Viracle relaxes without wrinkling even in dampest weather. Starts the day and goes gracefully into evening, retaining its morning crispness. It has the stamina for many seasons' wear.

Since its introduction two years ago, demand for this suit has outdistanced the supply. And enthusiasm has increased with every heat wave. It is a brilliant answer to an irresponsible climate. A miracle? Very nearly.

**HART  
SCHAFFNER  
& MARX** 







SIGNS IN FRONT OF TRINITY LUTHERAN CHURCH, GIVING REBELS' DOCTRINAL POSITION ALONG WITH BIBLICAL TEXTS, REPLACED FIRST BATCH TORN DOWN

## BATTLEGROUND FOR A RELIGIOUS WAR

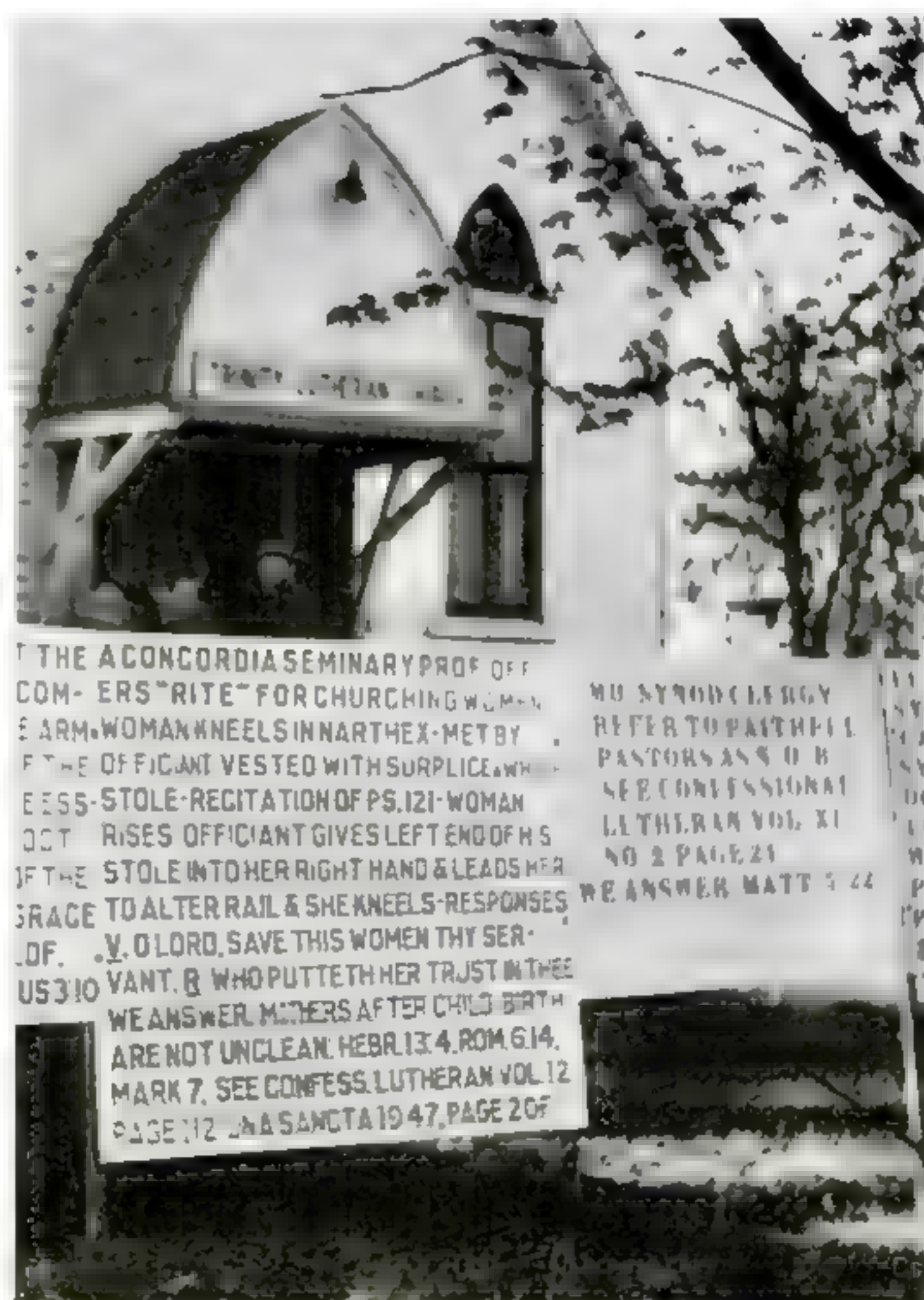
**Lutherans in Missouri quote the Bible on signs and smite each other in fight for their church**

In Romans 16:17 St. Paul writes, "Take note of those who create . . . difficulties in opposition to the doctrine . . . avoid them." This text has figured in a bitter dispute within the Chesterfield Trinity Lutheran Church near St. Louis. When the Lutheran Church—Missouri Synod adopted a common confession of doctrine with the American Lutheran Church, 70 "rebels" within the congregation broke with the Synod to join the Orthodox Lutheran Conference. The rebels quoted St. Paul, charged the confession abetted false doctrine on such matters as salvation and grace. Although, for example, both the confession and the rebels state that God "elects" certain people for salvation, the rebels say their rivals do not sincerely believe this. A trumped-up objection, retorts the Synod.

But 90 Trinity parishioners remained loyal to the Synod, and in the resulting fight for possession of the church, families were split, signs put up by the Orthodox faction were torn down, large rocks were hurled through the church windows and both laymen and ministers smote each other in fistfights. H. A. Strumpler, a rebel, writing in an Orthodox publication about one furious fight near the church, said he came upon a pro-Synod minister "choking Mr. Oscar Hertlein while the latter was lying prostrate in the pallor of death," and saw another minister kicking Hertlein. A blow to the first minister's chin, said Strumpler, and another to the second minister's head saved Hertlein. The pro-Synod ministers, denying this account, said it was the Orthodox group who attacked them.

**ORTHODOX POSITION** on "uncleanliness" of women after childbirth is set forth in sign, quoting Hebrews 13:4 ("Let marriage be held in honor"). Initials on sign at right refer to labeling of rebels as "Super-Orthodox Brethren."

CONTINUED ON NEXT PAGE



THE A CONCORDIA SEMINARY PROF OFF  
COM- ERS "RITE" FOR CHURCHING WOMEN  
E ARM, WOMAN KNEELS IN NARTHEX- MET BY  
F THE OFFICANT VESTED WITH SURPLICE, WH  
E ESS- STOLE- RECITATION OF PS. 121- WOMAN  
OCT RISES OFFICANT GIVES LEFT END OF H S  
OF THE STOLE INTO HER RIGHT HAND & LEADS HER  
GRACE TO ALTER RAIL & SHE KNEELS- RESPONSES  
OF. V. O LORD, SAVE THIS WOMEN THY SER  
US 310 VANT, B WHO PUTTETH HER TRUST IN THEE  
WE ANSWER, MOTHERS AFTER CHILD BIRTH  
ARE NOT UNCLEAN. HEBR. 13:4, ROM. 6:14,  
MARK 7. SEE CONFESS. LUTHERAN VOL 12  
PAGE 12. A A SANCTA 1947, PAGE 207

MU SYNOD CLERGY  
REFER TO PASTOR  
PASTORS AND B  
SEE CONFESSIONAL  
LUTHERAN VOL. XI  
NO 2 PAGE 21  
WE ANSWER MATT 2:22





## It can even help you to think more clearly

**This is to suggest** that there is far more than the pleasure of making music in playing the Hammond Organ.

And whether or not you now know music, you can be playing the Hammond Organ in a month or less. Many thousands have.

If you do play any other instrument you'll be amazed at how much more beautiful your music is, how much more professional you sound on a Hammond Organ.

Prices? You can own the world's leading organ for as little as \$1285 f.o.b. Chicago (Spinnet Model), including tone equipment and bench. What this instrument can do to enrich every day of your life—for all the years to come—makes this price absurdly low.

Why not see and hear the Hammond Organ at your dealer soon? Or mail the coupon.



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Hammond Organ  
Price on Request

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MUSIC'S MOST GLORIOUS VOICE

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## Battleground CONTINUED



**FACTION LEADERS** in lawyer's office are, left to right, H. A. Strumpler, Prof. Wallace McLaughlin and Rev. G. G. Schupmann of Orthodox Lutherans; Dr. J. W. Behnken, president of Missouri Synod group; Dr. Walter Baepler and Prof. Martin Franzmann of Concordia Seminary, which is run by Synod.

## BATTLE CONTINUES IN COURT

When the Missouri Synod countered that fellowship with the American Lutherans was possible without complete agreement in details of doctrine, the Orthodox Lutherans, led by Pastor Gustav Schupmann, replied with First Corinthians 1:10: "That ye all speak the same thing . . . that ye be perfectly joined in one mind." Schupmann's group now has physical possession of the church, but a court order has given the Synod group the right to meet there for two hours on Sundays pending final settlement of the case in circuit court. Meanwhile, traffic on the heavily traveled road in front of the church is often slowed to a crawl as drivers come almost to a stop trying to read the rebel signs.



**LOCKING DOOR,** H. A. Strumpler of Orthodox faction closes church after Synod group has used it. He says Synodites turn backs to him when he passes.



Now every Lady Elgin has  
a 21-jewel movement

**LADY ELGIN CAPER.** 21 jewels  
—tiny hearts remind her of the  
heart that never breaks. \$71.50

**LADY ELGIN COBINA.** Lovely  
awards grace her wrist with  
fashion. 21 jewels. \$71.50

**LADY ELGIN AMOUR.** Flower-  
like face smaller than a dime ac-  
cends 21 jewel prettiness. \$89.50

**LADY ELGIN FLEUR DE L'ES.**  
France's royal symbol in 14k gold,  
21 jewels, 4 diamonds. \$150

**LADY ELGIN LILY OF THE VALLEY.** 21-  
jewel beauty blooms for all time in  
14k white gold, 16 diamonds. \$325

## The perfect match—sparkling diamonds plus enduring accuracy—new 21-jewel Lady Elgins

THE PERFECT WAY to match your devotion is with  
a gift that shows it—a Lady Elgin Devotion Dia-  
mond Watch.

It will grace the wrist of your loved one with  
the fire of perfectly matched diamonds, and serve  
her faithfully through the years. For it has an  
accurate, superb 21-jewel movement.

Within this tiny precision movement beats the  
heart that never breaks—Elgin's exclusive, guar-  
anteed DuraPower Mainspring. It can't rust, can't  
lose its power, can't wear out. This hidden fea-  
ture, as lasting as your love itself, helps explain

why a Lady Elgin Watch is so enduringly accurate.

Remember, too, the Lady Elgin Devotion is  
created by the only watchmakers in the world who  
have made over 50 million fine watches. And to  
these craftsmen goes the responsibility for timing  
Lady Elgins to the stars—assuring that they're  
right from the start.

So make the moment she whispers "I Do" live  
forever in the beauty of a Lady Elgin Devotion  
Diamond Watch. And remember—be sure you  
visit your jeweler's *before* that big day arrives.  
Elgin National Watch Company, Elgin, Illinois



Only Elgin has the heart that never breaks.  
The guaranteed DuraPower Mainspring.

# ELGIN

## WATCHES

The Beautiful Way to Tell Time

**LADY ELGIN DEVOTION** In this exquisite 21-jewel timepiece, Elgin has joined the sparkling personality of 10 perfect diamonds to the  
beauty of 14k white gold. \$175. Other lovely Elgins in this series with 2 to 22 diamonds, \$100 to \$250

A 10% sales and use tax may be applicable to certain watches. See your jeweler.





*New! Revolutionary!*

# Liquid Bleach in safe DRY form!



Amazing new Purex Dry Bleach  
replaces liquid bleach for laundry,  
kitchen, bathroom and farm use.  
No spill! No splash! No waste!  
No more clumsy jugs to lift!



Comes in  
two handy  
space-saver  
sizes



## SENSATIONAL NEW BLEACH



NEWLY DISCOVERED PUREX DRY BLEACH REMOVES ALL TYPICAL HOUSEHOLD STAINS JUST LIKE LIQUID BLEACH, WHICH IT IS—IN DRY FORM.

# PUREX DEVELOPS FIRST HEAVY-DUTY DRY BLEACH



**1. PUT WATER IN WASHER.** First easy step for ideal white, color-bright wash. New liquid-bleach-in-dry-form gets clothes antiseptically clean; is compact, light, easy to use and store.



**2. ADD DRY BLEACH AND DETERGENT.** Granulated PUREX is safer for clothes, works gradually, evenly—tiny beads release dirt-killing power with careful control, timed for average washing cycle.



**3. ADD CLOTHES LAST.** (For front-loading washer: mix dry bleach in quart of hot water before adding.) PUREX DRY BLEACH goes after ground-in dirt as weak fine-fabric bleaches cannot do.

The annoyance of housewives with the splashy, smelly inconvenience of their daily stand-by—liquid laundry bleach—has led once again to an alert corporation finding the answer.



**SECRET INGREDIENT ADDED** to liquid bleach base gives *plus* action for kitchen-bath use. PUREX DRY BLEACH foams as it cleans—deodorizes, disinfects.



**NEW LIQUID-BLEACH-IN-DRY-FORM** disinfects dairy and hatchery equipment and does other cleanup jobs; farmers find it safer, easier to handle.

PUREX—one of the nation's leading manufacturers of liquid bleach—has discovered how to convert true heavy-duty liquid bleach into dry, granulated form. This is as revolutionary as the first granulated soap, something our grandmothers never heard of. It's the biggest development in bleach making in a century.

PUREX DRY BLEACH does everything liquid bleach will do and *more* (due to a secret added ingredient)—but is safer, easier to handle. Do *not* confuse it with those powdered bleaches that are intended for fine fabrics.



**"STAYS PUT"** where you sprinkle it on toilet bowls and bathtubs without *waste*, without *splashing*. Amazing PUREX DRY BLEACH is easy to use as a cleanser.



© 1953 PUREX CORP., LTD. SOUTH EATE-SY LOUIS-TACOMA-DALLAS  
SAN LEANDRO-MEMPHIS-NEW ORLEANS-ATLANTA





A  
New Kind  
of  
Social  
Security!

*Old Spice*  
**STICK  
DEODORANT**

**no more**

- runny liquid
- sticky cream
- messy fingers



The stick does the trick! This deodorant in *solid stick form* is the **QUICKEST, EASIEST, CLEANEST** you've ever used! Simply rub stick lightly under arms. Old Spice Deodorant melts into the skin *instantly*... is safe for skin and clothing... gives you absolute assurance. For that social security you can't afford to be without, try Old Spice Stick Deodorant today.

3-months' supply, **1.00**  
plus tax

At leading drug and department stores.

**SHULTON** New York • Toronto





**TWO TEETH** are pulled at once by the ambidextrous tooth-puller P. V. Jayade, who stands above his patient and prepares for a simultaneous yank with two pairs of forceps.

## PAINLESS PULLING, YOGA STYLE

Hindu dentists use ancient body-controlling techniques to extract teeth at assembly-line speed

The yogi of India believe that all tooth troubles can be cured by spiritual contemplation and change of diet without resort to extractions. But they grudgingly allow their disciples to yank offending molars for those modernized Indians who insist on it, lest the patients fall into the hands of Western-style dentists. This month at a "Free Tooth Camp" in New Delhi two Hindu practitioners demonstrated the accepted technique on all comers. After preparing

each patient with a special yoga procedure of head manipulation to prevent any pain (*next page*), they took forceps in each hand, gave a mighty wrench and jerked out the aching teeth two at a time. The ambidextrous pair set a steady pace of more than 700 extractions per week, a showing that rivals that of America's famous assembly-line dentist, the late Painless Parker (*LIFE*, Nov. 24). Their patients reported afterward that it didn't hurt them at all.





MAY 1959						
					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## Still time to change to "friendly" soil

Even though you have already "made" most of your garden, there are probably a number of places where you still have time to change "problem" soil to "friendly" soil. For instance —

If you're planning second plantings—if you have bare spots in your lawn that need re-planting—if you're doing any transplanting—be sure to give yourself all the benefits of Krilium® soil conditioner.

Merely by mixing Krilium into soil that has been prepared for seeding, as usual, the soil is maintained loose, free and crumbly. This greatly encourages germination, strong root formation and free emergence of more seedlings. Naturally, strong root formation is of special importance when transplanting, and soil treated with Krilium is easy on tender hair roots.

**Special Note:** If you usually add fertilizer, continue as before, but this time—USE FOLIUM! It is Monsanto's new leaf-feeding, balanced plant food. Dissolves quickly and thoroughly in plain water—makes a clear solution that can be sprinkled or sprayed on lawns, flowers, gardens, shrubs, trees.

At your dealer's—Krilium in 1-lb. and 5-lb. home-garden-mixture packages; in 10-lb., 25-lb. and 50-lb. full-strength packages for larger areas... Foliu comes in 2-oz., 1-lb. and 5-lb. packages... MONSANTO CHEMICAL COMPANY, Merchandising Division, 1700 South Second Street, St. Louis 4, Missouri. In Canada, Monsanto Canada Limited, Montreal, Toronto, Vancouver.


\*Reg. U. S. Pat. Off.  
Folium. Monsanto Trade-mark

# Krilium

REG. U. S. PAT. OFF.

Helps Germination, Root Growth,  
Emergence—Maintains Loose,  
Porous, Crumbly Soil

Merchandising Division  
MONSANTO CHEMICAL COMPANY

Painless Pulling CONTINUED

## TWO ARE TREATED AT A TIME



**THE PAINLESS PROCESS** applied at once to pair of patients begins (top) with Jayade pressing certain spots on their heads, pushing heads onto chests. This, he says, prevents pain by "relaxing the nerves of the head." Next (center) he grasps both women's teeth, pulls hard and (bottom) triumphantly displays double trophy. Women, who felt nothing, stare in wonder. Western scientists generally do not know the details of how yoga pain-proofing works, think it may act from induced relaxation and strong mental suggestion.

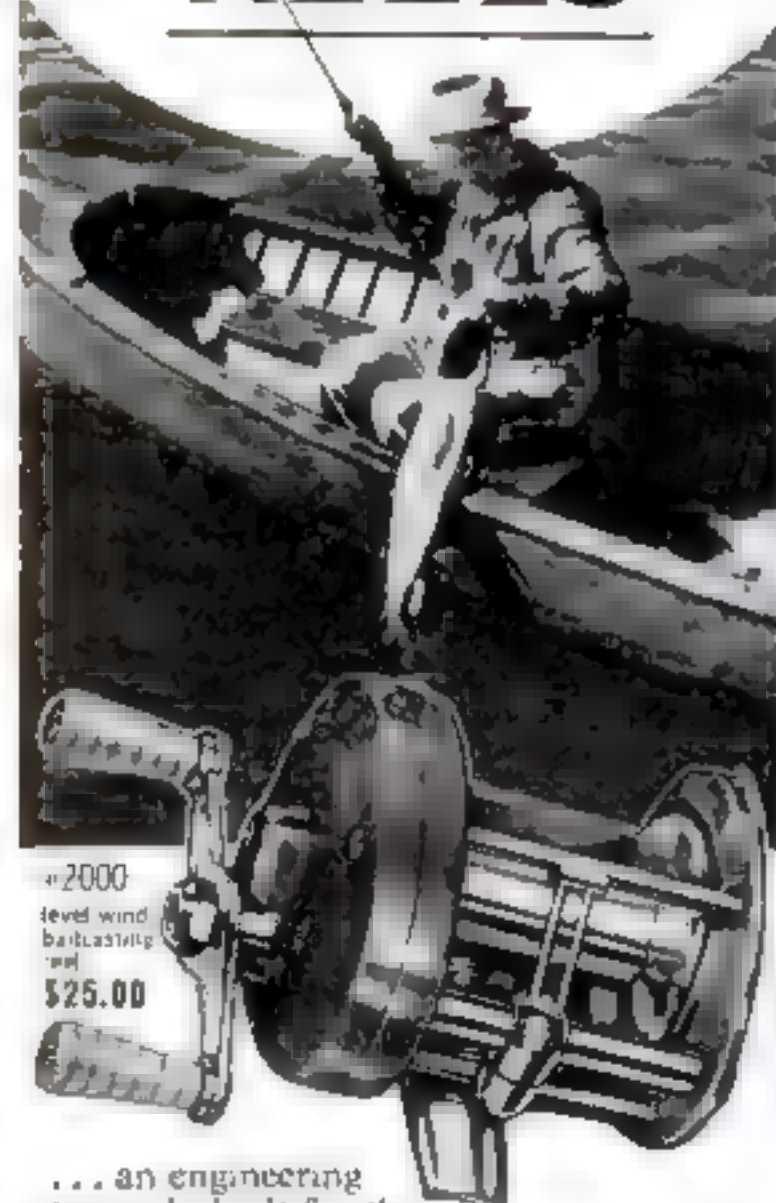
**SWEETEN  
SOUR  
STOMACH**

**PHILLIPS'  
MILK OF MAGNESIA  
TABLETS**



● As delightful to take as candy mints, peppermint-flavored Phillips Tablets are made from one of the fastest most effective stomach sweeteners known—and bring almost instant relief from acid indigestion with its accompanying upset stomach and heartburn. Carry the handy pocket tin with you at all times! 30 tablets—25¢.

**OCEAN  
CITY  
REELS**



2000  
level wind  
baitcasting  
reel  
\$25.00

... an engineering triumph, built for the man who appreciates quality. A complete line of reels in every price range for every kind of fishing.

Write for free catalog. Dept. A5

**OCEAN CITY MFG. CO.**

"A" and Somerset Sts., Phila., Pa.





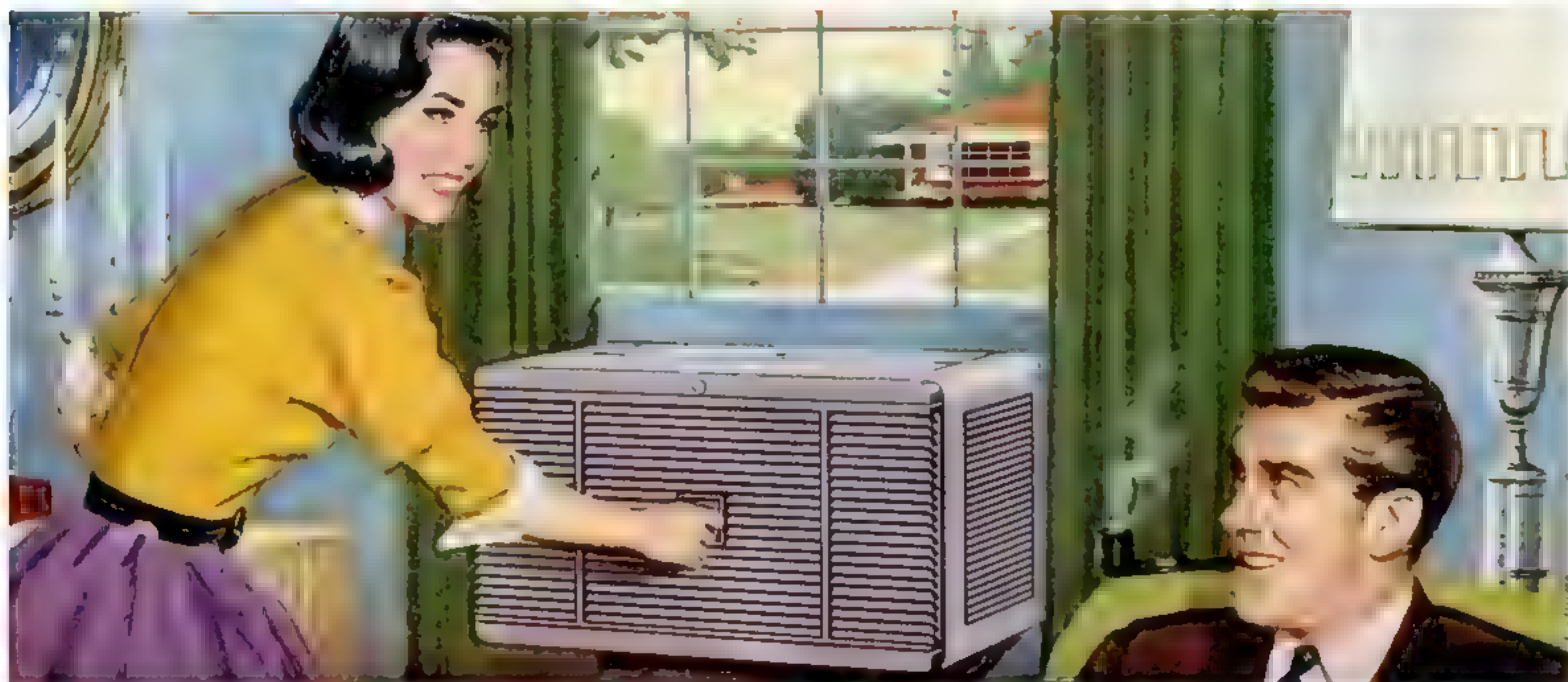


Just as sure as you live...and breathe

You'll feel better with an



# RCA Room Air Conditioner



This summer, you needn't lose a single night's sleep—or a day's work—because of heat or humidity! Join the thousands of families who "tune in" perfect weather. Order an RCA Room Air Conditioner; brought to you by the world's most famous name in research and brilliant engineering. It provides wonderful comfort for just a few pennies per day. And you can enjoy it *every day of the year!*

Yes, the RCA Room Air Conditioner is designed for year 'round use. When the thermometer climbs beyond comfort you breathe air as cool and fresh as you'd find atop a pine-clad mountain. You adjust the flow and degree of coolness to suit yourself. And excess moisture is just a memory. All through the year you get fresh, filtered air.

Want to sleep better? Work better? Play better? Then see your RCA Room Air Conditioner Dealer . . . soon!

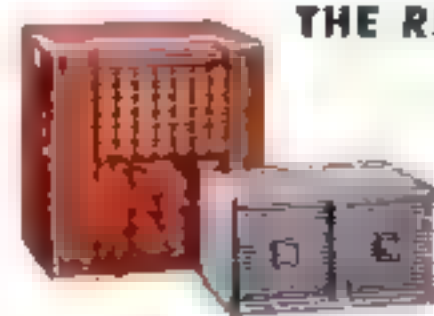
## ONLY RCA GIVES YOU ALL THESE ADVANTAGES:

**"Heart-of-Cold" Compressor:** Provides top cooling capacity. Hermetically sealed for long, trouble-free performance.

**Adjustable Grilles:** For widest, fullest flow of air. You control direction of air flow easily, quickly.

**RCA Climate Tuners:** Controls are concealed but easily accessible. You "tune in" exactly the degree of coolness you like.

**RCA Factory Service:** Optional Contract offers installation and service by RCA's own technicians.



## THE RIGHT RCA MODEL FOR EVERY ROOM!

Your choice of 7 different models—from the highly styled "33" window unit to the magnificent Console "150". Each designed to blend gracefully with any decor.

Prices start at \$229.50. (Suggested list price.) Slightly higher in West.

**RCA VICTOR DIVISION**  
RADIO CORPORATION OF AMERICA  
IN CANADA, RCA VICTOR COMPANY, LTD. MONTREAL







## JAMES CROW BUILDS HIS FIRST DISTILLERY

Though James Crow's distillery produced but 2½ gallons a day in 1835, its quality made all Kentucky whiskey famous. For James Crow created a bourbon of unsurpassed smoothness, uniquely rich in flavor. The favorite of Daniel Webster—lauded by Mark Twain, Henry Clay and other

noted men—Old Crow's renown spread rapidly, until, following the turn of the century, it became America's best-selling bonded whiskey. Today, its original excellence and distinctive taste remain unchanged. That is why Old Crow, now as before, is preferred to all other bonded whiskies!

*Old Crow—for generations the finest available from Kentucky*



Today... *as in years gone by*

**OLD CROW**

*consistently maintains*

**Leadership**

*among fine bonded whiskies*

*...because of its unsurpassed quality,  
famous name and favorable price!*



A TRULY GREAT NAME  
*Among America's Great Whiskies*





See! Coolness and smartness do go together!

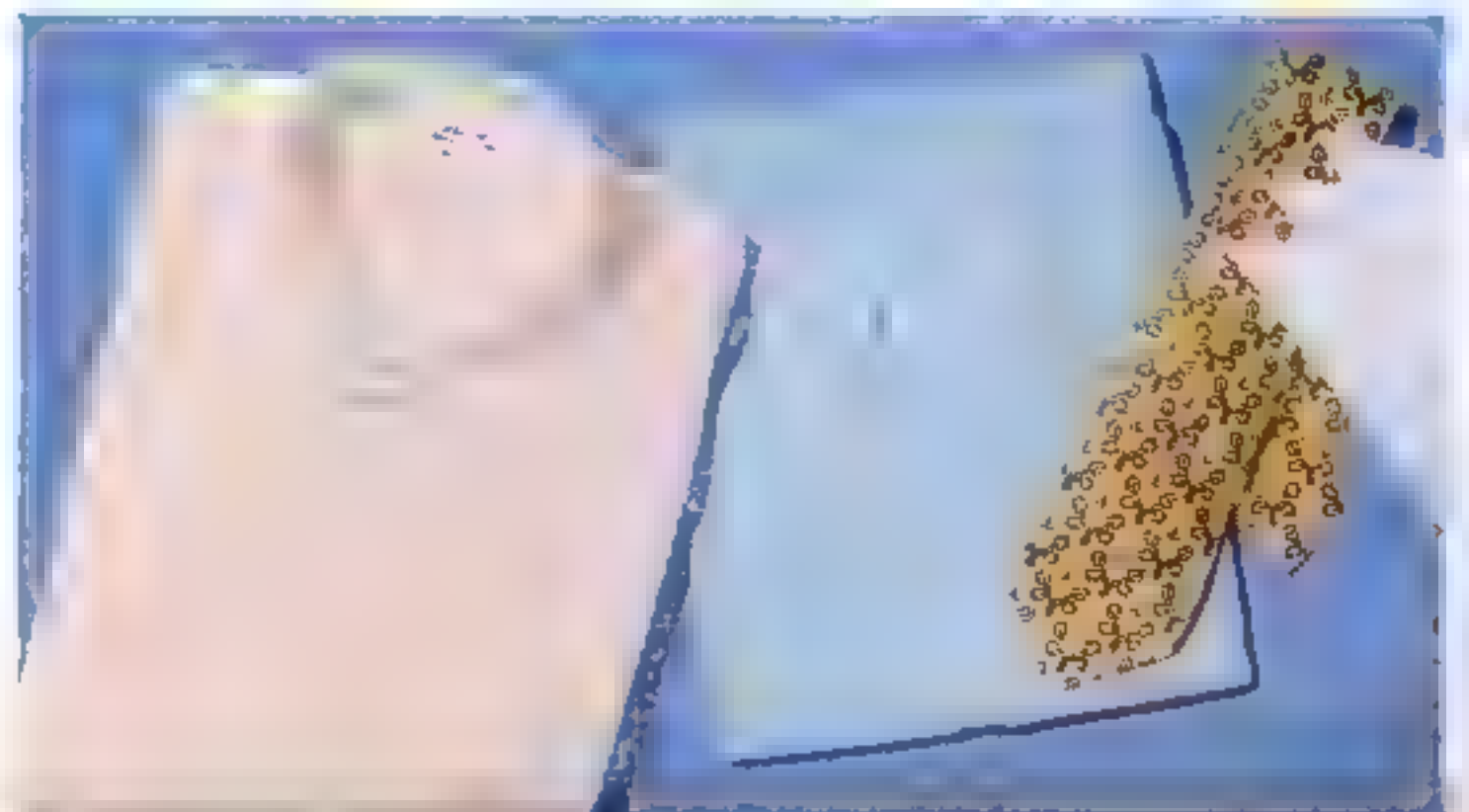
**For Coolness!** Arrow Zephyr Weight fabric's unique weave provides thousands of tiny "windows". . . you get every breeze there is! "Sanforized" (not over 1% fabric shrinkage).

**For Smartness!** Trim styling, typical of garments carrying the Arrow trade-mark. In white or soft colors,

choice of smart collar styles. \$3.95 up.

Or relax in a cool Zephyr Weight sports shirt. Short sleeves \$3.95, or long, \$4.50. The *Arasfold* collar gives easy comfort—with or without a tie. Zephyr Weight all-silk ties, \$2.50, shorts, \$1.45. Handkerchiefs, 50¢

Clell, Peabody & Co., Inc.



**ARROW** Zephyr Weight

FOR LIGHTWEIGHT LIVING



# MARILYN TAKES OVER AS LORELEI

She is the latest in long line of diamond-grabbers

Lorelei Lee is harvesting diamonds again. Veteran of a novel by Anita Loos (1925), a play (1926), a silent movie (1928), a musical comedy (1949), she is now in a stupendous Technicolor talkie of *Gentlemen Prefer Blondes*. She is played by Marilyn Monroe, who is the least ingenuous of the Lorelei line but yields to none in cheerful rapacity.

In the new 20th Century-Fox version Marilyn sings and dances with a surprising technical competence. Full-fleshed and fancy-free, she and her dark-haired girl friend, played by Jane Russell, start the show off with a bang in tight red dresses (see cover) for the song *The Little Girl from Little Rock*. They go racing on through a broad-comedy modern-dress version of the old plot as Lorelei stuffs her pocketbook with cash and bedecks her person with trinkets offered to her by gullible millionaires. In her biggest number she spurns a whole panel of penniless and prostrate admirers (left) and gives their fallen forms the benefit of her philosophy of life: *Diamonds Are a Girl's Best Friend*.





## A luxury that actually does you good

**You should use it:** Two special ingredients in Aqua Velva help take care of nicks and scratches. The tingling is proof of Aqua Velva's action.

**You'll like to use it:** In addition to the pleasant aroma found only in Aqua Velva, it gives you a feeling of well-being, a special touch of luxury after every shave.

**P.S. to Wives:** Give him the luxury lotion he likes! Gift bottle, 11 ounces.

## BUY FUN FOR THE KIDS!



**THEY'LL** run errands in record time when you reward them with Dubble Bubble Gum. Ideal, too, as treats at parties and picnics. Only a penny a piece.

## 'Gentlemen Prefer Blondes' CONTINUED



**YOUNG ADMIRER** has seat next to Lorelei on ship. Lorelei looked at passenger list, noted that a Henry Spofford III was on board with valet and arranged to have him at her table. She is somewhat chagrined to find he is six.



**USES OF YOUTH** are revealed when Spofford (George Winslow), strolling on deck, finds Lorelei stuck three-fifths of the way out of a cabin where she has been trying to steal some compromising photographs. He offers to help her.



**OLD ADMIRER**, a British diamond king (Charles Coburn), comes along at this trying moment. As Lorelei keeps head in porthole, Spofford helps her out by hanging a blanket from her shoulders, pretending to be the rest of her.

## Why Visa® is made of 55% DACRON—45% WORSTED

**DACRON**—with its high resistance to wrinkles, amazing crease retention, unusual coolness and lightweight strength—is one of the most remarkable of the new man-made fibers. Yet Dacron can work no miracles when it is used in small amounts for its "gimmick" value alone as in some suits now being sold.

**MILLIKEN**—with its vast research and experience in blending the new fibers—has found that to get maximum wrinkle resistance, crease and shape-retention, a men's tropical fabric must contain 55% Dacron. Therefore, Milliken scientifically combines 55% Dacron with 45% Fine Wool, utilizing wool's natural resilience, luxury hand, superior insulation and excellent tailoring qualities. Result: The best features of both fibers combined in Visa—the fabric with more plus features than any other summer suiting.

(Tear along dotted line  
to check at your favorite store)

## WHERE TO FIND Milliken's Visa Your Passport to Comfort and Good Grooming!

Although suits and slacks of Visa are still in limited supply, the leading stores in your town now have a far greater selection of sizes, patterns and colors than last Spring.

Each of the outstanding clothing manufacturers listed below uses Visa in exclusive patterns and colors. In most cases, they can be identified by the visa label or the label, "A Milliken fabric, 55% Dacron—45% Wool."

Some garments made of Visa may be found under the private brand of your favorite store. So to be sure you are getting the benefits of this remarkable new fabric, ask the store salesman, "Is this garment made of Milliken's Visa?"...and to double check, look for these brand names:

MANUFACTURER	BRAND NAME
Hart Schaffner & Marx	VIRACLE suits and slacks
First with suits of Milliken's 55% Dacron—45% Worsted two years ago	
David D. Doniger & Co.	McGregor slacks
Eagle Clothes, Inc.	Terropin
H. Freeman & Son, Inc.	Stratowear
L. Greif & Bros., Inc.	Magician
Hyde Park Clothes, Inc.	Norcad
B. Kuppenheimer & Co.	Blendaire
Michaels Stern & Co., Inc.	Wanderon
Rogers Peet	Peetmill
Schlöss Bros. & Co., Inc.	Indlawave
H. A. Seinsheimer Co.	Coolers
Society Brand Clothes, Inc.	Dacool
Timely Clothes, Inc.	Lanacan
Visa Tuxedos by West Mill Clothes, Inc.	

Suits range in price from \$55 to \$85—prices differ according to variations in tailoring. Slacks, about \$20. Custom tailors, too, handle Visa.

For the store nearest you, write:  
DEERING MILLIKEN & CO., INC. Men's Wear Div.,  
Dept. L, 1407 Broadway, New York 18, N. Y.

CONTINUED ON PAGE 81



**LOOK OUT!**



That drop of water will put wrinkles in your suit and take the crease out of your trousers. Water does that — whether it's perspiration, humidity or rain.

We know of only two ways to avoid it. 1) Don't get dressed on a hot, humid or rainy day. 2) Be sure your next suit is made of Milliken's Visa Tropical, the revolutionary fabric that throws off wrinkles overnight and holds its trouser crease . . . even in the rain.

You'll discover a suit that's pleasantly cool — 20% lighter than most summer tropicals. You can wear it for days, especially when traveling, without need of pressing! And you'll be amazed at its neat, presentable appearance in warmest weather, the fewer pressings it requires, how easily non-oily spots wipe away.

Milliken's unique fabric blending assures enough Dacron (55%) to withstand the effects of moisture . . . enough wool (45%) to keep Visa luxurious and naturally comfortable. All this explains why 100,000 men who wore suits and slacks of Visa last year like them better than any others they ever owned.

Milliken's **Visa**®  
TROPICAL

The original 55% DACRON® — 45% WORSTED fabric that throws off wrinkles overnight, holds its trouser crease . . . **EVEN IN THE RAIN!**

WEAR **55**45 or wilt!



\*DuPont's polyester fiber

See opposite page for information on where you can find Suits and Slacks made of Milliken's VISA



for a  
happy  
change

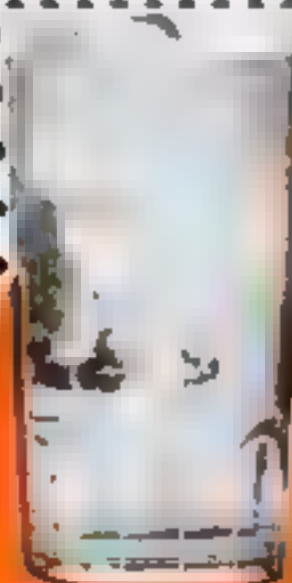
to a lighter  
highball, cocktail  
or straight drink

Millions have *changed* to

**CORONET**

Very Special Quality

**BRANDY**



OOO

Paul Rand

BRANDY DIST. CORP., 350 FIFTH AVE., N. Y. 1, N. Y. • CALIFORNIA GRAPE BRANDY • 84 PROOF.

'Gentlemen Prefer Blondes' CONTINUED



**LORELEI'S PAL** Dorothy (Jane Russell) sings disconsolately among admiring Olympic athletes whom she admires too, but who must go to bed at 9 p.m.



**IMITATING LORELEI**, who is charged with theft of diamond tiara, Dorothy in blond wig gives judge own version of *Diamonds Are a Girl's Best Friend*.





pardon  
our **british**  
**accent**

it's the **now look...**

it's the cool casual elegance, the easy drape of fine fabrics, the expensive finish for which London tailoring is famous. Jantzen knows how to give you this, being the leading swim-and-sunclothes maker in all England... in all the United Kingdom as well as this country for that matter. "Tennis stripe" shirts for girls 3.95 ... for men 4.95. "Hy-kicks", girl's walkers in finest linen-like rayon 5.95... "sail ahoy", man's walkers, Jantzen "zip-fit" go on like trousers, have the world's most perfect-fitting waistbands, come in finest sanforized sailcloth 6.95. Other marvelous colors... at most stores.

*Jantzen*  
best of all sunclothes



With G.E.'s NEW



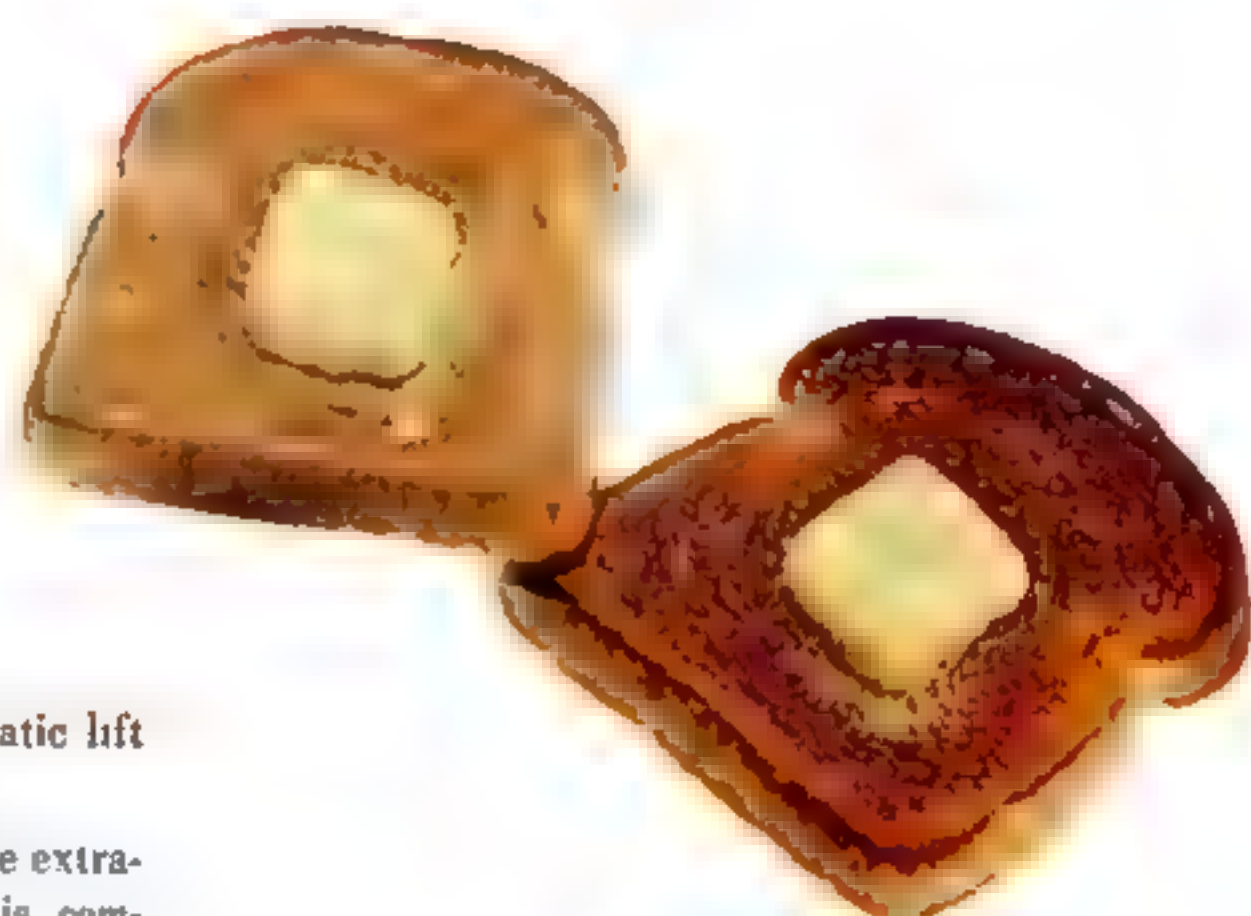


# truly automatic Toaster

...you get toast exactly the way  
you want it!



From light to dark—and many shades in between



**Here it is!** The new General Electric Toaster with the simplest, most dependable automatic toasting mechanism ever developed!

*This* is the toaster that features 6-position control to give you toast *exactly* the way you want it! Just set the control for light, medium, dark (or any shade in between), and that's the way you get your toast—every time.

More good news! Say goodbye forever to digging for toast or burning your fingers trying to rescue a

muffin. *This* is the toaster with the automatic lift that brings toast up *extra* high.

That's not all! *This* is the toaster with the extra-large snap-out, snap-in crumb tray that is *completely* cleanable. No more messy crumbs!

See this new streamlined beauty at your General Electric dealer's. It's dependable, *of course!* Buy it for yourself, or as a welcome gift. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Still only \$22<sup>95</sup>

Manufacturer's recommended retail or Fair Trade price.



**6-position control**, a new, easy-to-use feature of this General Electric Toaster. Just set it for the exact shade of toast you want. Then, count on every slice being perfectly alike.



**Extra-high toast lift** brings small pieces of toast, frozen waffles and even muffins well up out of the toaster. No more digging for toast—no more burned fingers.

*You can put your confidence in—*

**GENERAL**



**ELECTRIC**





GARDEN SOIL NEVER BOTHERS MARIE LEWIS OF BATON ROUGE, LA. HER SOLUTION IS A HOT BATH FOR HERSELF AND A RINSO BATH FOR HER DRESS.

## BEFORE AND AFTER RINSO

### Rinso gets out more dirt than detergents and you usually pay about 20% less.

All sorts of dirt gets into a family wash, but Marie Lewis used to find garden dirt particularly tough to get out. She's since found that Rinso handles this kind of job with ease. Now she just won't settle for anything less than Rinso soap. Soap, that is—not one of those chemical detergents.

The detergents are pretty good, but the sober truth is that when it comes to your family wash, Rinso soap does a better job on grime and dirt. Yes, indeed.

You may have noticed that your sheets actually

look whiter—and your colored fabrics brighter—after they have been washed in Rinso than when you first bought them. This is actually true. It's due to the sodium in Rinso, and you can see the difference even before your wash is fully dry.

Our scientists can prove that Rinso gets out *more dirt* than detergents. To be honest, you can't always detect this superiority with the naked eye—except when your wash is very dirty indeed. Then it's obvious that Rinso does a better job.

You can safely wash almost any fabric in Rinso—not only your cottons, as you'd expect, but wool, nylon, rayon, orlon, and linen. Even your baby's diapers. And, as every alert young housewife has dis-

covered, the mild, gentle *soap* in Rinso is kinder to your hands than harsh detergents.

Last but not least, Rinso costs you less—you usually pay about 20% less for Rinso than you pay for most detergents. Why? Simply because it now costs us less to make Rinso—and we pass this saving on to you!

One more point worth remembering: Rinso is guaranteed to get your wash whiter than new—guaranteed by Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.







IN WINDOWLESS LABORATORY BOYD (LEFT) LOOKS OUT OVER FOREST OF LIGHT METERS AS ASSISTANT CHECKS ILLUMINATION IN DIFFERENT PARTS OF ROOM

## BRIGHT BLOCKS

Skylights in windowless room  
make more evenly lit schools

While school lighting experts once worked toward increasing the amount of illumination in a classroom, Dr. Robert A. Boyd (*above*), a research physicist at the University of Michigan, has taken another tack. Steady, even lighting, says Boyd, is far more important than candle power. He has labored in an odd-looking windowless room to perfect a glass block which when correctly installed in the roof lets in the

low morning light from the east and the cool northern light all day long but repels the hot, glaring light of summer midday sun. The result is a soft light everywhere in the room all day long. Now being manufactured by the Kimble Glass Co., the blocks will be used in a school in California in which half the classrooms will have no windows—and no outdoor distractions to divert the students into daydreaming.



Only

# Vornado

## AIR CONDITIONERS

give you **20% more**  
cooling effect



with Exclusive

# Vortex Control

Of course, Vornado, like most room air conditioners, cools the air, removes moisture, filters the air, circulates and exhausts air.

New compare Vornado's patented and exclusive designs and features. You'll see Vornado offers more cooling comfort for your money.

### Compare Vornado's Exclusive Plus Features

- ★ **TWIN AIR CIRCULATORS** . . . . . move air 30 feet without drafts, where you want it.
- ★ **QUIET OPERATION** . . . . . because it's sound insulated. You have to "listen" to hear it.
- ★ **VARIABLE COOLING CONTROL** . . . . . provides the right amount of cooling for any weather.
- ★ **VORTEX CONTROL** . . . . . combines maximum cooling with high velocity draft-free air movement.

OVER 5,000,000 SATISFIED USERS  
OF VORNADO PRODUCTS

YOUR VORNADO DEALER IS LISTED IN THE YELLOW  
PAGES, OR WRITE FOR COMPLETE INFORMATION.



MODEL 38C  
AIR CIRCULATOR

MODEL 36W  
TURN-ABOUT WINDOW FAN

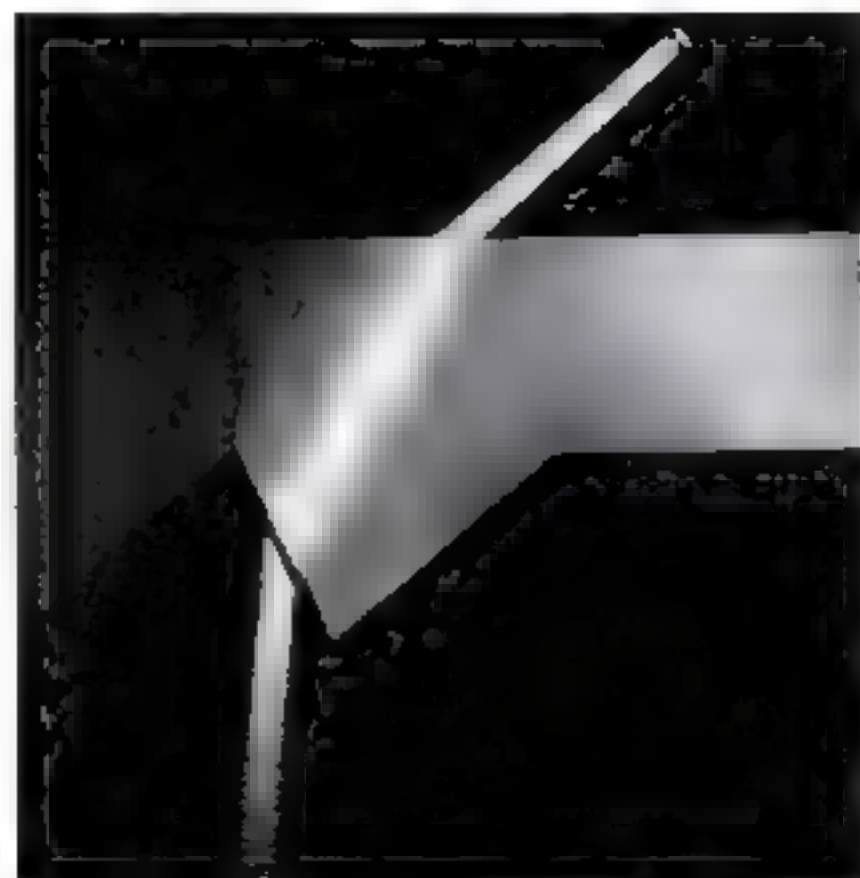
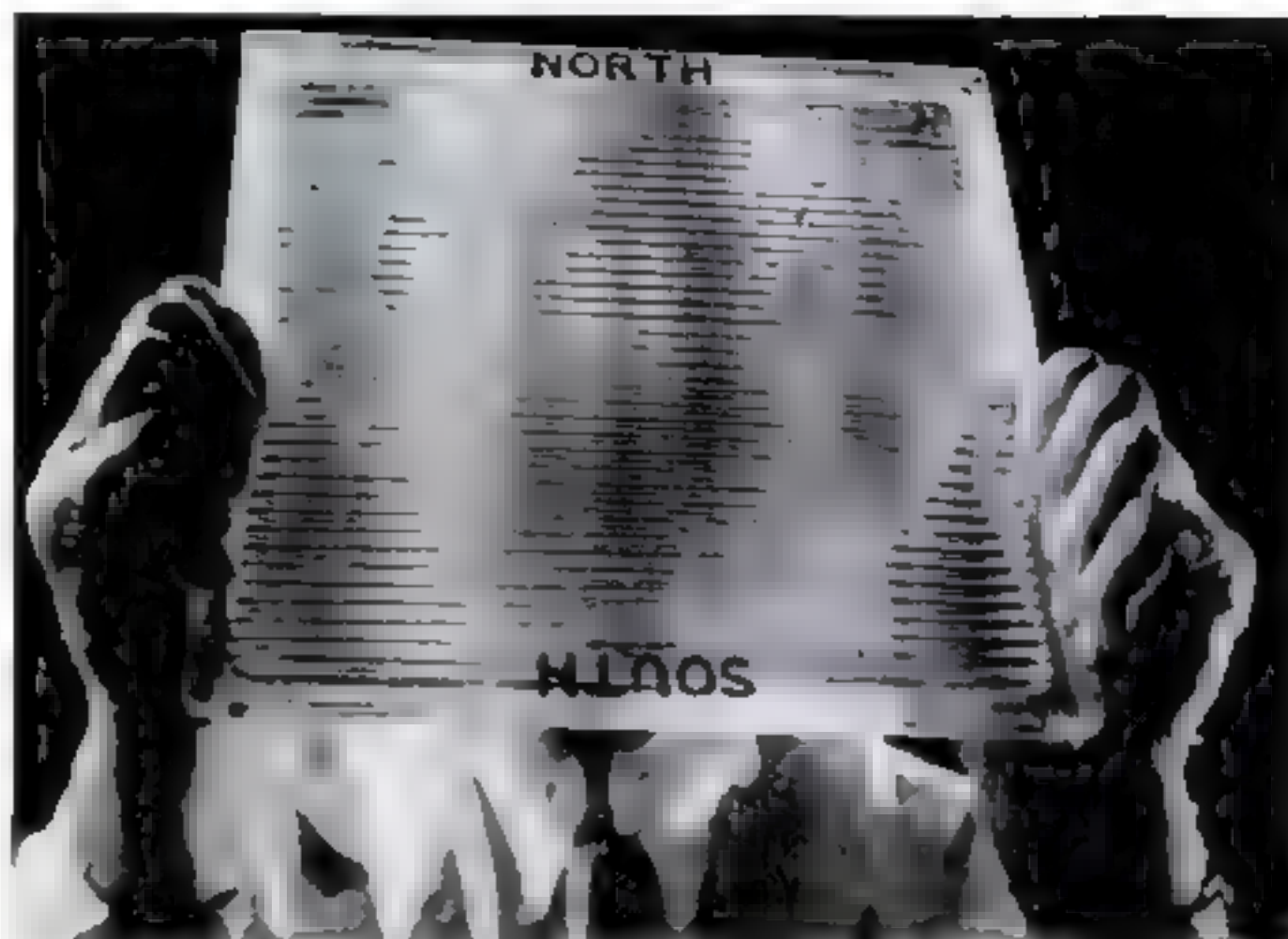
PRODUCTS OF THE O. A. SUTTON CORPORATION • WICHITA, KANSAS  
Specialists in Manufacturing Cooling Appliances

Bright Blocks CONTINUED

## GLASS PRISMS CONTROL LIGHT



**HOT LIGHT** of midday, coming from upper right, is bent around and back up out through prisms, as shown at right in cutaway close-up of block's top layer. Below, with light coming from south, Dr. Boyd behind block is not visible since high rays from the south do not enter block.



**COOL LIGHT** from the north enters prisms (left) from opposite direction and is bent so it passes through the block. With light coming from north, Dr. Boyd is clearly visible (above) through block. Prisms make up top layer of block. Other layers contain diffusing material.

CONTINUED ON PAGE 90



**Kodak**  
TRADE MARK



## Hug the memory tight — in snapshots

Each golden moment of childhood—  
each shining hour of youth—each  
priceless memory of your married years—  
they're yours for pennies in snapshots  
—if you keep your camera ready



Eastman Kodak Company  
Rochester 4, N. Y.

***Take your camera with you everywhere—  
for that's where great snapshots are***

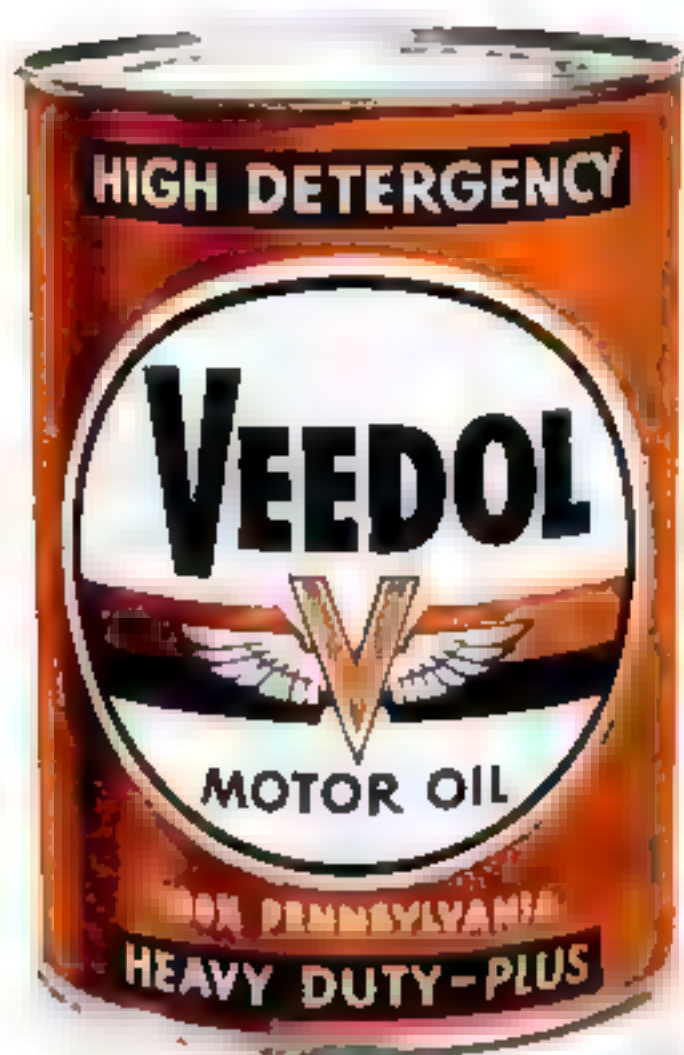
It's so easy to save your memories instead of wishing you had. Just get the take-your-camera habit. Take it everywhere—and use it. On the porch. In the yard. On family outings. Wherever you go. Try it for a week, and you'll want to do it all your life.

New, thrifty Duo-Pak holds two rolls of Kodak Verichrome Film for black-and-white snapshots. One for your camera . . . one for a spare. In the popular sizes 620, 120, and 127.

First choice of beginners and experts alike—  
Genuine Kodak Film—in the familiar yellow box



# Seal in All Your Horse- power



with the  
*Veedol High-Detergency*  
*"Film of Protection"*

GET all the horsepower engineered into your powerful modern engine. Seal in the great performance your car can give . . . with the famous VEEDOL High-Detergency "Film of Protection."

Only 100% Pennsylvania crude oils go into VEEDOL High-Detergency. This great new motor oil resists blow-by . . . seals in horsepower! It leaves your engine cleaner after draining, because its detergent properties hold contaminants in suspension. And it fights the ravages of acid "engine sweat" by forming a protective anti-corrosion film on metal surfaces.

Don't waste horsepower! Use all the power your car can deliver! Fill your crankcase every 1000 miles with VEEDOL High-Detergency motor oil.



Bright Blocks CONTINUED



**BLOCK'S DIFFUSING POWER** is tested by Dr. Boyd and an assistant by the use of an adjustable spotlight which sends light through blocks from left of picture to right. When light from spotlight hits ordinary skylight glass (left-hand square) most of it goes straight through without being scattered. But when it enters Boyd's block (right-hand square) it is broken up and diffused evenly throughout the room. Semicircular arc at left is a time exposure of a traveling photoelectric cell with a small light mounted on it to measure illumination from either block.



**NEW BLOCKS** are brought up to roof by Dr. Boyd. Since these are replaceable they are covered at night by a tarpaulin (left). If installed permanently in a school they would be waterproof.





most men's styles **3<sup>98</sup>**

**Tred-Lite®** puts **spring** into springtime

Work in them.  
Play in them. They  
give you a live, springy,  
get-off-the-ground  
feeling because Tred-Lite's  
patented\* sole puts a  
soft, deep-yielding  
cushion between your  
foot and the ground.  
Naturally flexible,  
completely resilient.  
In today's smart  
new colors.

most women's styles **3<sup>49</sup>**

Prices slightly higher Denver west  
\*U.S. PATENT NO. 2250987

For your dealer's name, write

**Cambridge**

RUBBER COMPANY  
Cambridge, Massachusetts



7

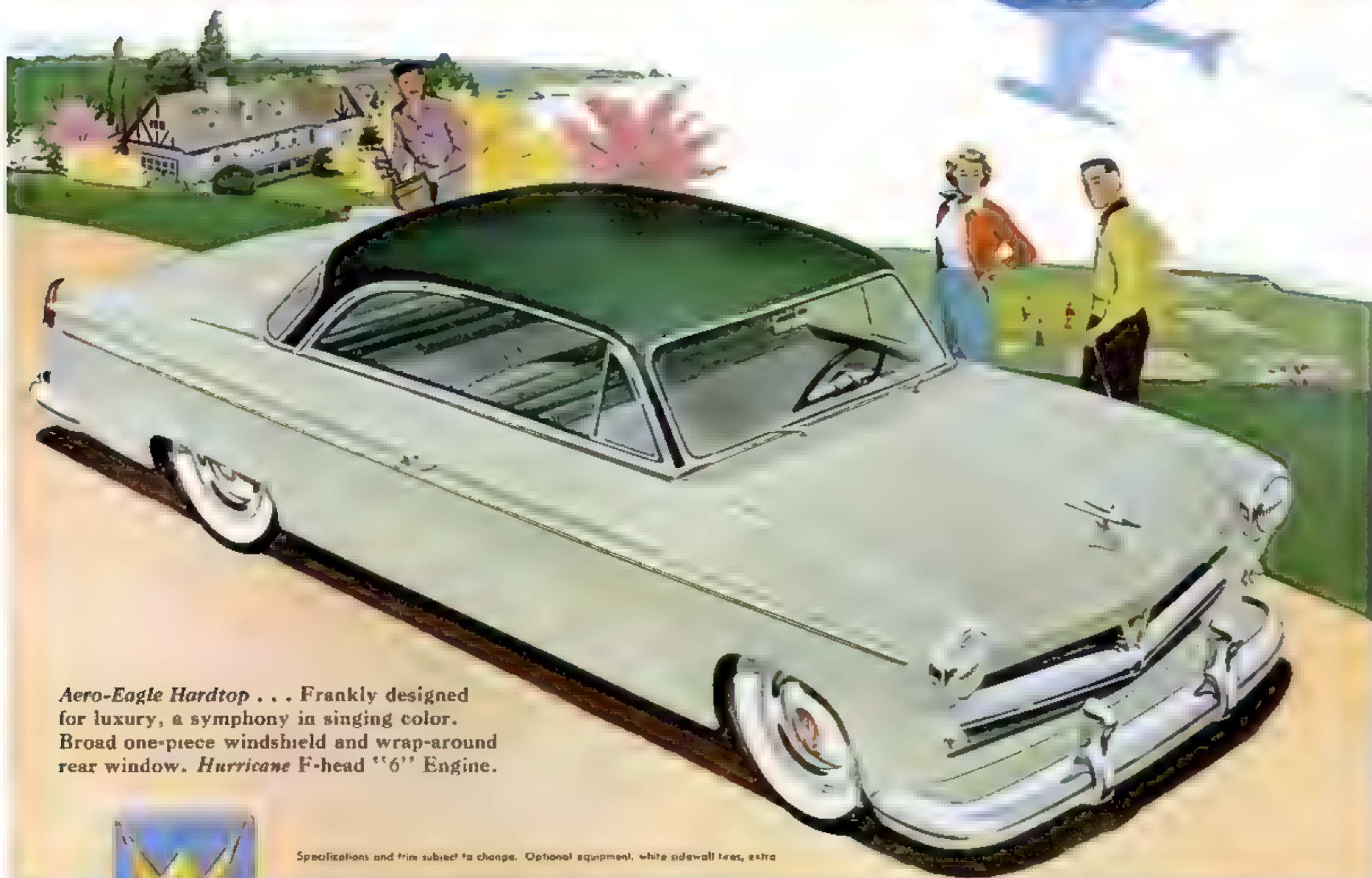
# BEAUTIFUL REASONS WHY



*Aero-Lark 2-Door . . . Price Sensation of the Year. Start your Willys shopping tour in the five foot wide seats. Lightning "6" Engine.*



*Aero-Lark 4-Door . . . Companion car to the one which reversed the upward price trend of the industry. Rigid aero-frame construction.*



*Aero-Eagle Hardtop . . . Frankly designed for luxury, a symphony in singing color. Broad one-piece windshield and wrap-around rear window. Hurricane F-head "6" Engine.*



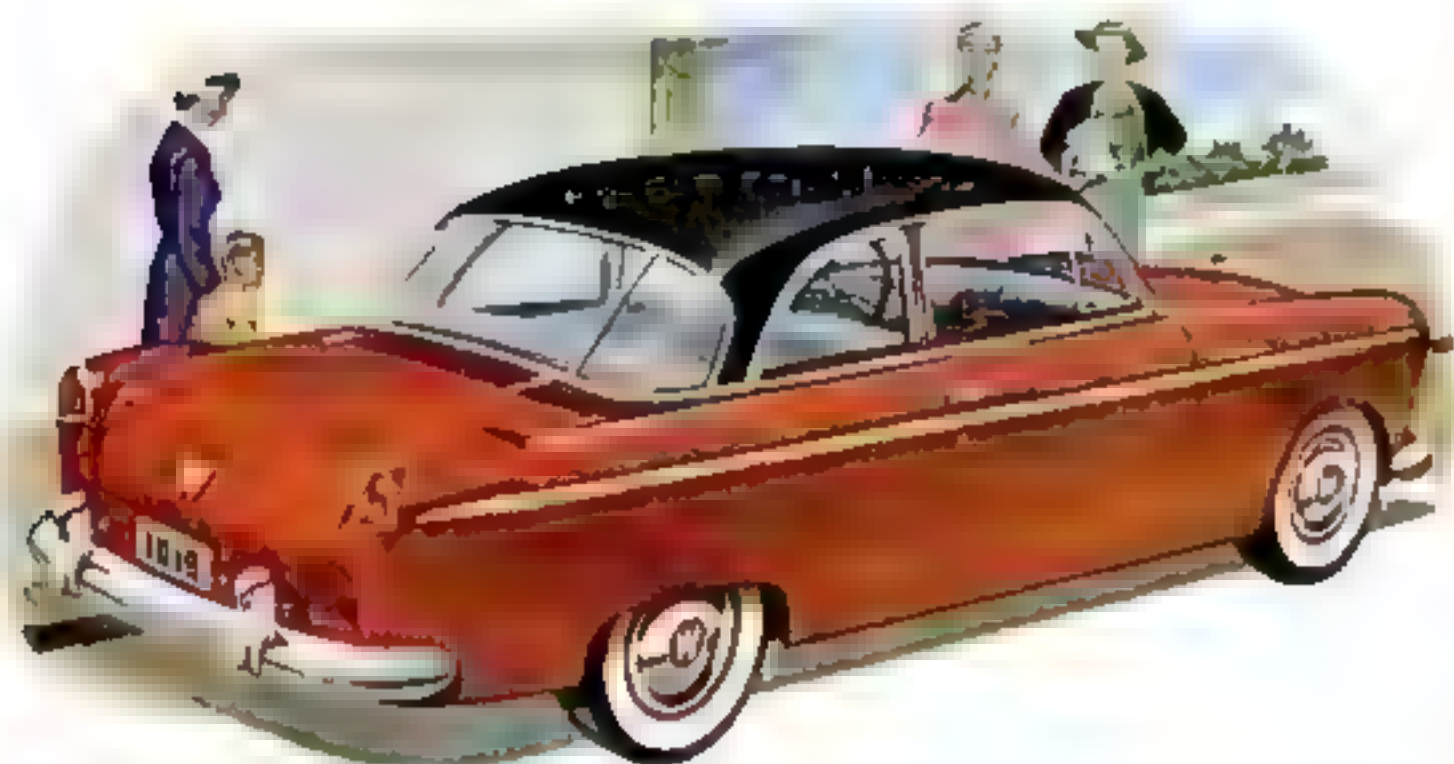
Specifications and trim subject to change. Optional equipment, white sidewall tires, extra

The *Aero* Willys, in the Motor Trend Engineering

## WILLYS' FIFTIETH YEAR OF BUILDING



# *Aero Willys* WILL BE YOUR NEXT CAR



*Aero-Ace 2-Door . . . Two-tone color symphony on wheels. Unexcelled visibility and sleek Continental styling. Hurricane F-head "6" Engine.*



*Aero-Ace 4-Door . . . Cradles you in air-borne comfort. Like all Aero models, it is a happy combination of aero and auto engineering.*

Here is the way to go in '53 . . . the Willys way, for your way of life.

You want a car with uncommon *Beauty* . . . let your eyes scan this page. You want a car you can drive with *Pride* . . . these beauties are styled to stay new. You want a car with *Performance* . . . have you ever followed that distinctive Willys "W" down the highway; around a curve; in traffic thickets?

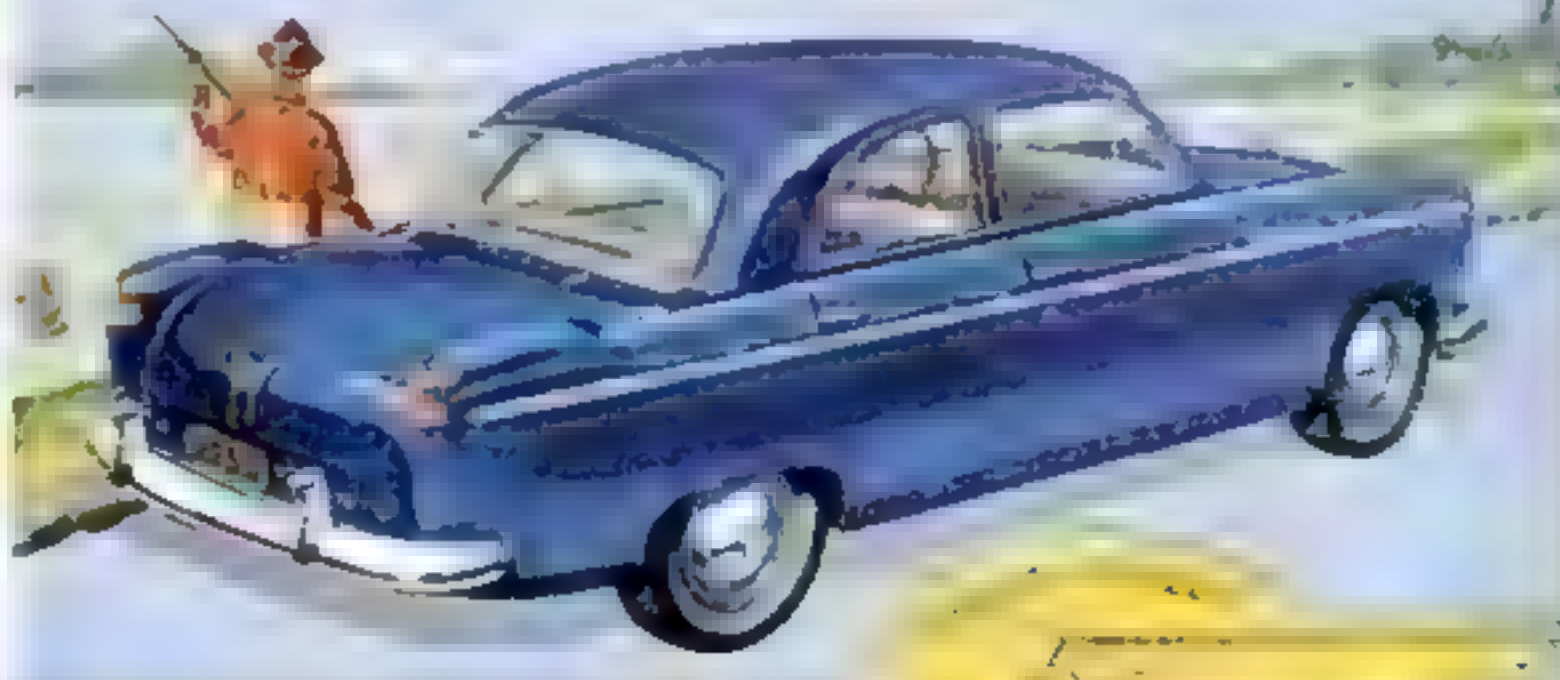
You want a car with cockpit *Visibility* and a *Ride* that lulls you like an easy chair.

You want *Economy* . . . Willys' hallmark. Let the speedometer turn up 400-500 miles before you gas up. *Honestly*, mister, we don't know where else you can get all of these things, except in an *Aero Willys*. Why not take the wheel? Find out for yourself. Willys-Overland Motors, Toledo 1, Ohio.

*Aero-Falcon 2-Door . . . Beautiful custom-styled interiors. Jewel-like colors. Aerodynamic styling. Powered by the Lightning "6" Engine.*



*Aero-Falcon 4-Door . . . Distinctive twin of the 2-Door, makes an ideal family car. A car investment your family will enjoy for thousands of carefree miles.*



Award Study, Rated Second Only to Cadillac

**RUGGED, ECONOMICAL MOTOR VEHICLES**





## Serve these fresh-made franks by the basketful!



This is "Franks n' French Bread in a Basket"—a fresh new idea for a picnic indoors or out. Plump, tender Armour Star Franks fixed this way taste even better than usual! That's a trick in itself for these delicately seasoned franks *always* have that wonderfully satisfying flavor of good, nourishing beef and pork. And they're fresh-made fresh every day right near you, rushed fresh to your market.

Make diagonal cuts almost through a loaf of French bread. Spread every other slice

with Cloverloom® Butter and sprinkle with grated Swiss Cheese. Place Armour Star Franks between buttered slices. Place on cookie sheet and heat in 350° F oven for 20 minutes. Cut into individual sandwiches and serve with mustard, onion pickle slices and tomato slices.

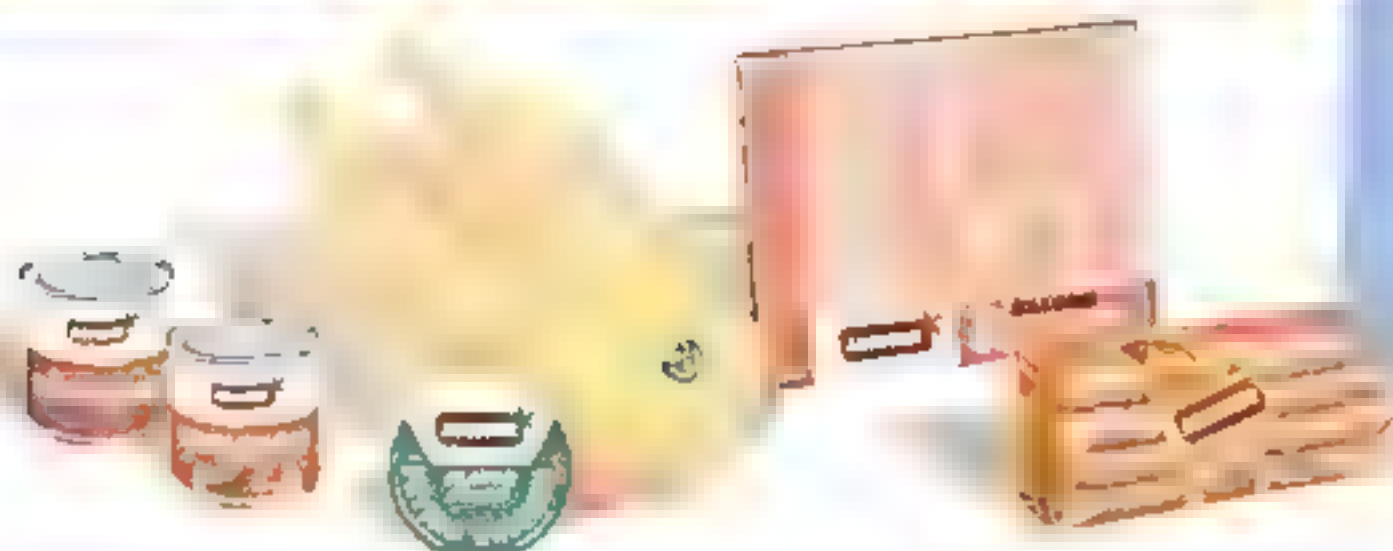
For other Marie Gifford recipes, write for "Hot and Cold Dips." Address the famous home economist, Marie Gifford, Armour and Company, Dept. 603, Chicago 9, Ill.



You know it's good!

**ARMOUR**  
STAR

The Armour Star label is one of  
the world's great guarantees!







**REAL FIRE** gutted dormitory before nuns got it under control, saving the walls. Five firefighters suffered burns, but none of the patients were injured.

**MOCK FIRE** takes nun, equipped with a mask, up stairway with a sprouting hose. She has taken off her veil, but other squad members still wear full habit.

# CLOISTERED SMOKE EATERS

Nuns protect a German hospital  
with their own fire department

At Ursberg in the south German province of Swabia is a convent whose veiled sisters are ready—and able—to fight fire as valiantly and skillfully as they combat the devil. Run by St. Joseph Congregation, the nunnery is devoted to the care and teaching of 1,500 insane. Because of its isolation and the danger to its helpless patients, half of them children, the sisters organized their own fire brigade in 1932.

At first they took lessons from professional firemen of the nearby Thannhausen fire department. But since then, relentlessly drilled by their chief, Sister Pia, the 60 volunteer fire ladies have acquired a professional smoke eaters' technique of their own. They have, moreover, proved their competence by fighting and extinguishing two real fires. But never, no matter how hot the blaze, do they forget the dignity of their calling. Only those working nearest to the flames are permitted to take off their black veils and don firemen's helmets.





# “Soaping” dulls hair— HALO glorifies it!



Yes, “soaping” your hair  
with even finest liquid or cream shampoos  
hides its natural lustre with dulling soap film.

Halo—made with a special ingredient—contains no  
soap or sticky oils to dull your hair. Halo reveals  
shimmering highlights . . . leaves your hair  
soft, fragrant, marvelously manageable!

No special rinses needed. Halo  
does not dry . . . does not irritate!

*Halo glorifies your hair  
with your very first shampoo!*



## Smoke Eaters CONTINUED



**LADDER SQUAD** hustles equipment toward “fire” as drill alarm calls them from their usual classroom duties. As a recognized auxiliary brigade, the cloistered fire ladies have been issued standard German fire-fighting equipment.



**PUMPER CREW** lowers the suction hose into a special fire-fighting reservoir and prepares to start mobile pumping engine. The brigade members are divided up into specialists: pumpers, hose handlers, rescue and medical squads.



**DRILL COMPLETED**, two sisters from rescue squad (designated by narrow armbands) lend a hand uncoupling hose. Perhaps because they were inexperienced with somebody else’s specialty, one gets feet wet as water dribbles out.

CONTINUED ON PAGE 22





## PINT-SIZE STAR GOES PLACES

Star performer of commercials on *Robert Montgomery Presents* (NBC-TV) is a handsome, brown-and-yellow pint bottle of Johnson's Pride. So convincingly does Pride demonstrate that it really does wax furniture without rubbing that dozens of bottles have been pocketed after performances by studio technicians like the technical director shown above, who tote them home to their wives.

What convinced these usually skeptical technicians has convinced millions of housewives, too. On their TV screens, they see Pride applied, let dry to a light haze, then simply whisked off, without any rubbing at all, revealing a rich wax luster. This visible proof of Pride's dramatic virtues has made it the largest selling furniture wax or polish in the world. S. C. JOHNSON & SON, INC., Racine, Wis.



**ACT NOW! LIMITED TIME ONLY!**

# Sensational Offer



## ODO·RO·NO

with **"Action-Proof"** Protection

**SAVE 28¢**

DELUXE 75¢ SIZE

**NOW ONLY 47¢**

plus tax



**SAVE 56¢**

DELUXE \$1.25 SIZE

**NOW ONLY 69¢**

plus tax



**Specially priced to introduce a new, vastly superior deodorant!** Now, Odo-Ro-No brings you the most effective deodorant formula ever known — one that actually guarantees\* "Action-Proof" Protection! We want you to discover the complete protection that today's Odo-Ro-No gives against perspiration — and so we're offering it for a limited time at these money-saving prices. Use it daily and see for yourself how Odo-Ro-No checks perspiration and stops odor instantly — even during your most active moments! So gentle, too. No other deodorant is safer for normal skin and fabrics.

**\*GUARANTEED MOST EFFECTIVE** deodorant you've ever used or double your money back. If not absolutely convinced return unused portion to Northam Warren Corp., New York.

Smoke Eaters CONTINUED



**FUN FOR KIDS** is practice slide down the rescue chute manned by squad of sisters. When a timid child is frightened by chute, the determined nuns bundle youngster up in cloth wrappings and send it down to safety willy-nilly.



**JOB FOR CHIEF** is directing operations of the whole brigade. Sister Pia, who teaches German and English, organized group in 1932 and has bossed it ever since. She uses a policeman's whistle as command signal in training.



When you start driving home  
from the golf club

*Acid Action starts to attack your engine!*

When you start a cooled-off engine, the burning of gasoline forms acids which immediately attack the cold cylinder walls. This Acid Action—not friction—is the major cause of engine wear.

Short runs to the golf club, to the bank, to the store—with your engine cooling off between trips—add up to this: *one mile in every three you drive is an Acid Action mile.*

Shell X-100 Motor Oil, pioneer in counteracting Acid Action with alkaline "X" safety factors, now at

a cost of a million dollars per year has increased this protection—with safety factors almost doubled.

Shell X-100 Motor Oil now stops Acid Action, the major cause of engine wear... Extra cleansing factors prevent fouling deposits on hydraulic valve lifters and other vital parts.

Shell X-100 is a heavy-duty, premium motor oil. At your next oil change let your Shell dealer drain and refill your crankcase with new Shell X-100 Motor Oil. It's incomparable.



Shell X-100  
Stops the Major  
Cause of  
Engine Wear







**MUSCLEMEN** on beach in sailcloth boxer shorts wear crew hats that repeat the primary colors of stripes. Shorts are \$1.79 each and the hats cost \$1.39 (Tam O'Shanter).

# Playclothes for the Under-10 Group

AMERICA'S 36 MILLION KIDS LIKE THEM LOUD AND NOW

For generations the only people never consulted about children's tastes in clothing were children. But this summer America's more than 36 million moppets under ten years old will blossom in backyards and on beaches in some of the most spectacular playclothes ever devised. Detective work by U.S. designers disclosed that most

kids prefer primary colors to pastels, even for parties, and girls especially like a put-together rather than a piecemeal look for play. How the designers responded to this intelligence is shown on these pages. Boys can find awning-striped shorts and Tarzan swimming trunks. For girls there are sophisticated top and shorts combinations

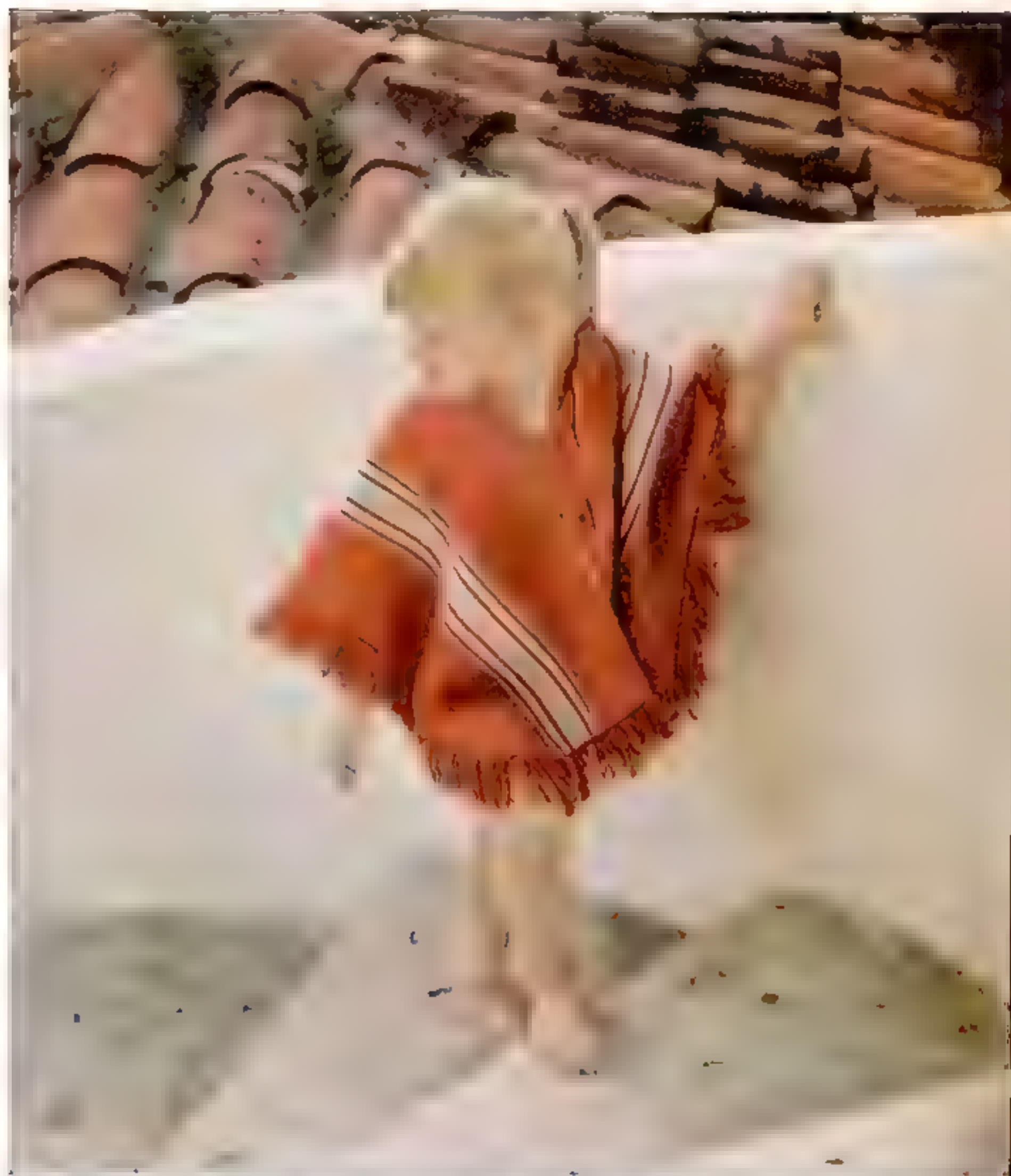
PHOTOGRAPHED FOR LIFE BY NINA LEFN





## CAN GET THEM THAT WAY

for the after-swim milkshake hour. Following the adult fashion for sportswear from faraway places, there are imports from Argentina. About the only people likely to be dismayed by the new under-10 styles are parents who have a nostalgic affection for the old, all-summer uniform of plain T-shirt and shorts (about \$2.50 most anywhere).



**GLAMOUR GIRL** wears a handwoven, fringed poncho from Argentina which makes a fine cover for dripping bathing suits. It is imported by Burdine's, Miami, costs \$11.

**SOPHISTICATE** shows ensemble look popular in new children's wear. This has a low waisted one seen in adult styles, comes in crease-resistant cotton (\$5, Youngland).

CONTINUED ON NEXT PAGE



PLAYCLOTHES CONTINUED



**WEST INDIES** is a source of design by Mona Scott of Barbados for Bonwit Teller, New York. In denim, resembling madras, the pedal pushers are \$1 and top is \$2.40.



**HOURLASS SUIT** for 100 Atlantic City prospects is light white lacey with poly pants (Saks Fifth Avenue). The fish-shaped terry towel is \$6.50 (Hazen Cade, Inc.).

BATHING SUITS FOR TARZAN AND HIS PLAYMATE







**YOUNG ARTIST** paints a marine scene while wearing cotton knit overalls (\$2) with an appropriate matching beret (69¢), and a knit shirt (\$1.29), all by Squit Text.

SELL FOR \$3.50 AND \$4.95 (C.O.D. OF CALIFORNIA)



**PIMENTO TUNIC** and striped shorts are in denim and have special construction and fasteners that enable even a 4-year-old to get dressed by herself (Joseph Love, \$1).

CONTINUED ON NEXT PAGE



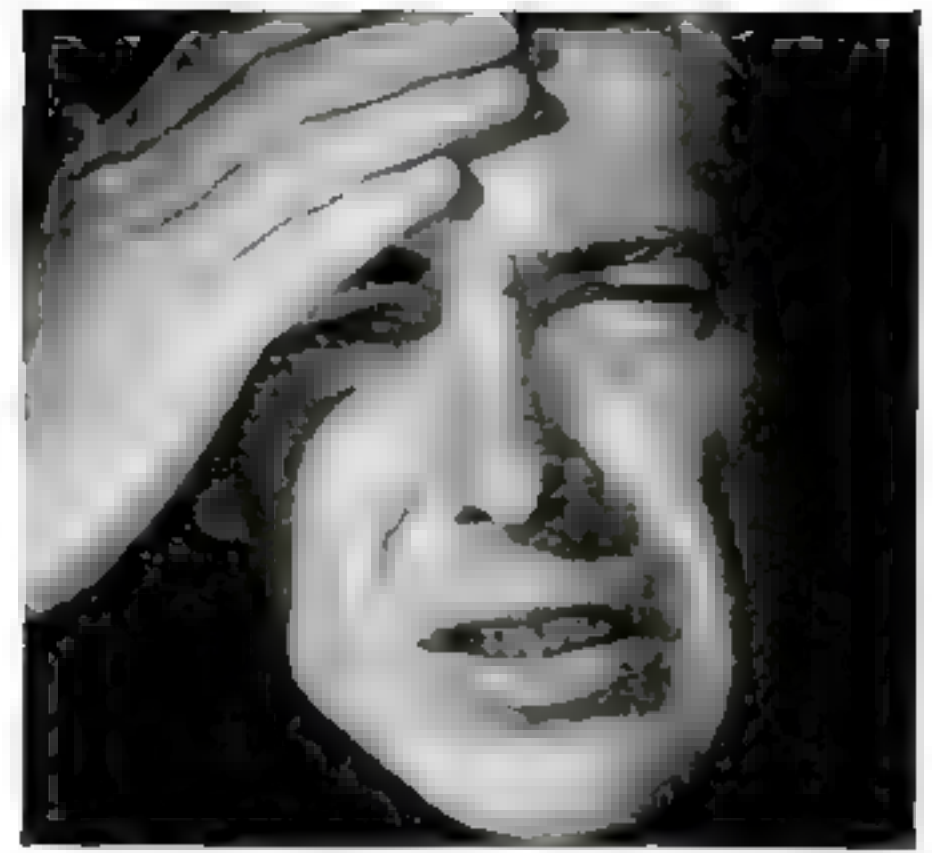


**FOOTPRINTS FOR A YOUNG LADY** who has been making her own tracks in the sand decorate this hooded terry cloth beach or bath robe (Gensha, \$3). By loosening the drawstring neck it can be flattened out to use as a beach towel.



For Faster Pain Relief!

# BUFFERIN<sup>®</sup>



## acts twice as fast as aspirin!

Won't upset your stomach, even safer than aspirin . . .

*here's why* ↓

1

Before any product can relieve pain, the pain-relieving ingredient must get out of the stomach and into the blood stream.

2

Being antacid, Bufferin opens the trap door of the stomach, gets the pain-relieving ingredient into the blood stream twice as fast as aspirin!

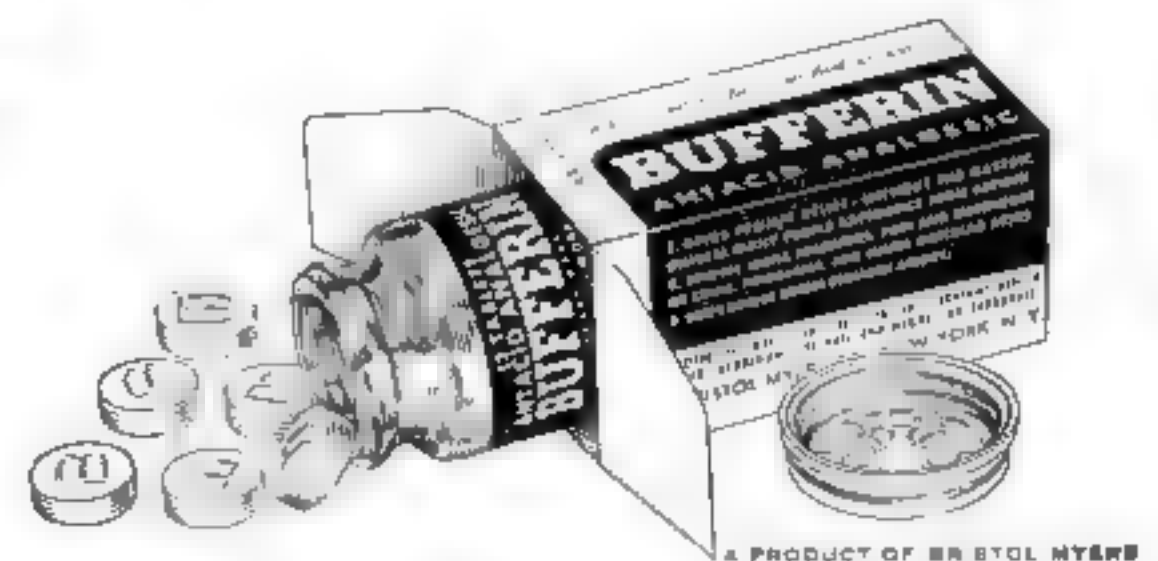
3

That's why Bufferin relieves your pain twice as fast as aspirin; doesn't upset the stomach!

**because** Bufferin combines aspirin with two highly effective antacid ingredients which actually *protect* your stomach from aspirin irritation. So for really *fast* pain relief, *twice as fast* as aspirin—for really *safe* pain relief, even *safer* than aspirin—get the modern pain reliever—Bufferin!

**Clinical studies prove** that people who took Bufferin had more of the pain-relieving ingredient *actually in the blood stream* in *ten minutes* than those who took aspirin had in *twenty minutes*! That's why it acts *twice as fast* as aspirin to relieve pain.

**For headaches, neuralgia and ordinary muscular aches and pains, get Bufferin at your favorite drug counter.**



If you suffer from pain of arthritis or rheumatism, ask your physician about Bufferin



# NEWS

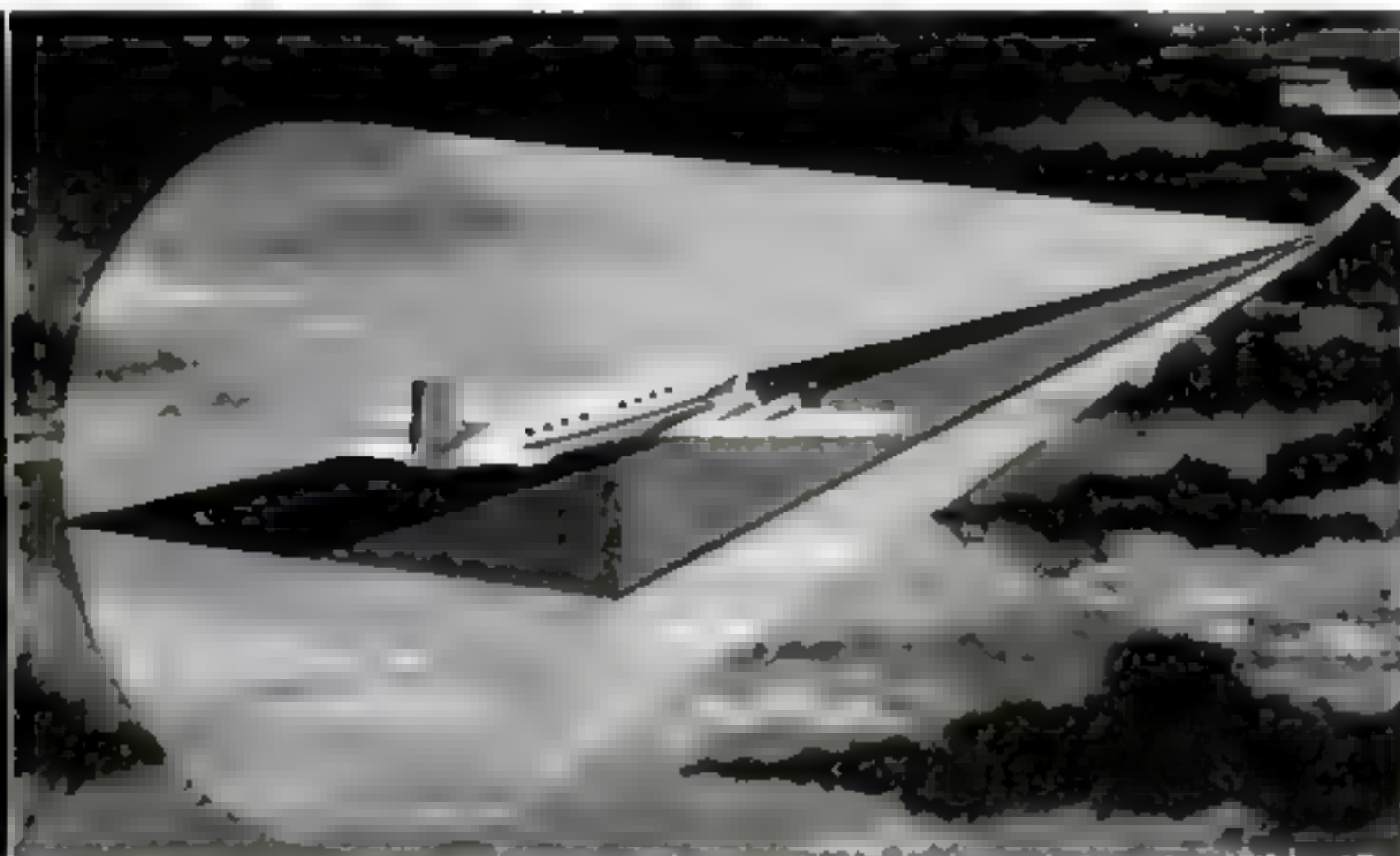
from the Elect.



## BENDIX Solves a Major Problem of Polar Flight

The recent commercial flight of a Scandinavian Airlines System's plane from Los Angeles to Copenhagen over the North Pole ranks with the most important "firsts" in aviation history. It proved conclusively that this 1000-mile shorter, faster route between continents can now be flown as precisely and safely as the longer course via New York, despite the fact that proximity to the North Magnetic Pole makes compass navigation impossible during hours of the flight. Illustrated above is the device which made this historic polar flight possible—Bendix® Polar Path Control. This newly developed mechanism solves the problem of erratic compass behavior by substituting a gyroscope for the magnetic-type compass element in areas

of magnetic disturbances. The pilot simply sets the plane on the proper compass-determined course before entering the area. He then turns a switch which disconnects the compass system from the Bendix® Electronic Auto Pilot and connects the Auto Pilot with Polar Path Control. For as long as necessary thereafter, the plane is held automatically, as by a giant hand, on the pre-set course—so accurately that a pilot on the flight wrote in the logbook, "worked to a miracle." Polar Path Control, the Auto Pilot, and Flight Path Control, described below, are products of the Eclipse-Pioneer Division of Bendix Aviation Corporation, Teterboro, New Jersey—world's largest producer of aviation instruments and automatic flight controls.



## BENDIX Flight Path Controls Bring Automatic Landings

The controls of the Bendix Electronic Auto Pilot (left, above), which flies a plane better than human hands, teams up with another Bendix electronic "brain" to assure you happy landings in cloudy, foggy weather. Flying toward the airport, your pilot uses Bendix® Flight Path Control to automatically seek, find and place the plane on the ILS (Instrument Landing System) beam—which slants up from the runway at the correct angle for descent (right, above). A Bendix instrument, the Omni-Mag, shows him

when he is on the beam and headed for the center of the runway, while Bendix® DME (Distance Measuring Equipment) gives him his exact mileage from the airport. Once centered on the ILS beam, which also controls landing speed, the Auto Pilot and Flight Path Control bring him automatically to the runway. Omni-Mag, DME, and GCA radar—often used as a double-check on landing approaches—are products of Bendix Radio Division, Bendix Aviation Corporation, Baltimore 4, Maryland.

## BENDIX TV AT



"Best buy in TV" say proud owners of the handsome 17" Bendix Cavalier with its richly-grained mahogany-paneled hardwood cabinet, sturdy, well-proportioned stand and the finest picture science has ever produced. Special Bendix features include provisions for attachment of the Solo-Ear®, which lets you listen to television without disturbing other people in the room. UHF easily added.

**Only \$199.95**

Table optional at slight extra cost.



Ask any pilot why you can expect more pleasure and reliability from Bendix Television. Like the pilot above pointing to Bendix DME—the instrument which adds the missing link to present aerial navigation systems by putting mileposts in the sky—flyers have learned that electronic equipment from Bendix Aviation Corporation has no peer for advanced design and dependability. This same standard holds true for every type of electronic product which this versatile organization creates. It is invariably the very finest that money can build or buy.

REG. U. S. PAT. OFF.



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# OFFERS CONSOLE STYLE TABLE MODEL PRICES

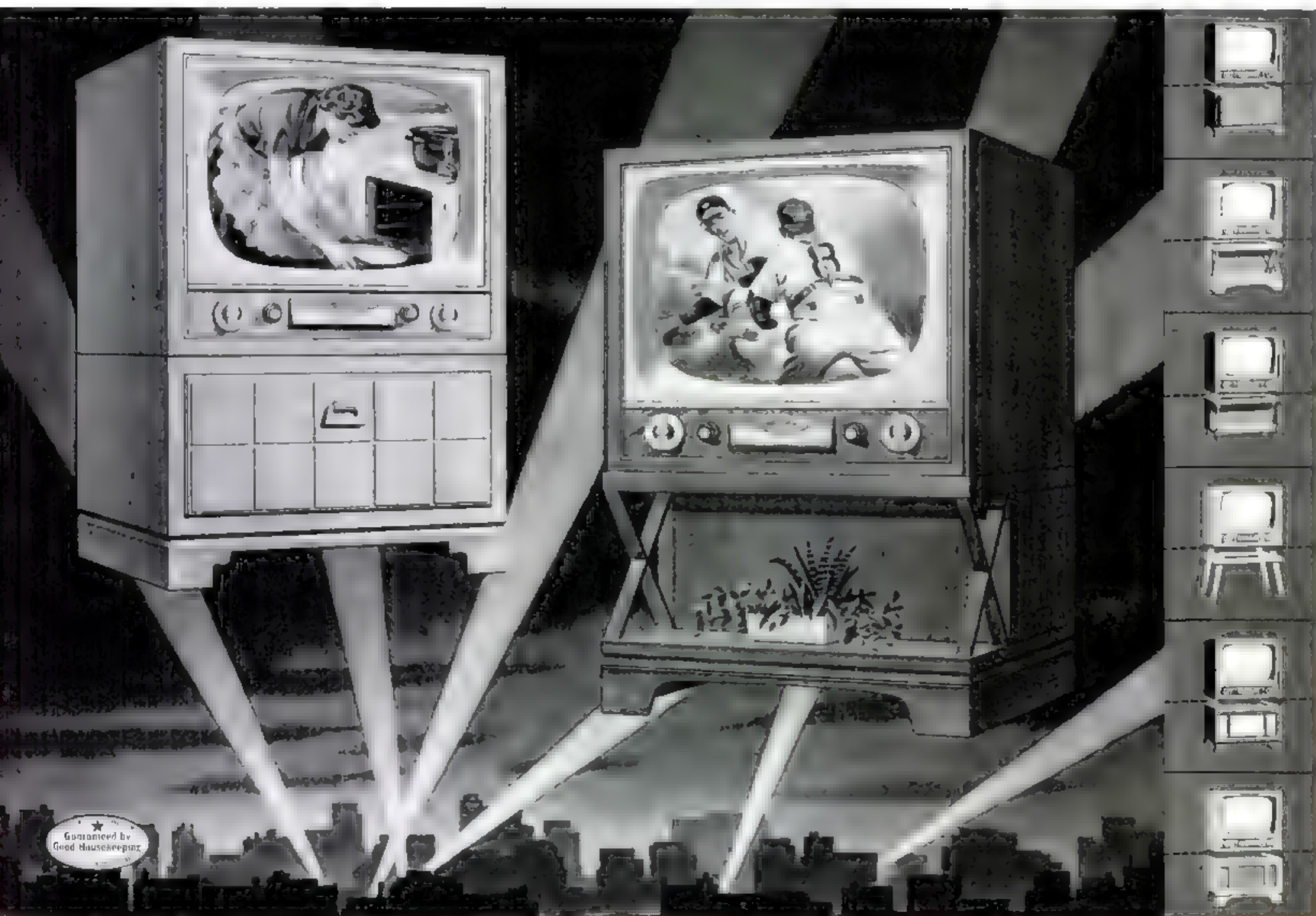


For style-conscious home decorators, Bendix Aviation Corporation performs the neatest trick in television. Now you can tailor your TV set exactly to your special taste! *And you can have this personal styling at little more than the cost of a table model alone.* Here's how it's done: You first make a choice between the blonde or mahogany 21" Bendix table models. Then you select, according to your need, any of the smart

bases pictured here. Some have pull-out drawers for a record player . . . some have shelf space for books or plants . . . some are handsome tables—but all are beautiful additions to any room. And this exclusive "self-styling" is only one of the many unique features of Bendix® TV. Built and backed by a world leader in electronic development, these powerful, long-range models with Clar-O-Matic Circuits, Electromagnetic Focus-

ing, Magic Interlace and Locked-picture Controls provide *the truest picture in television*—a standard by which other makes are judged. See all of the beautiful 17", 21" and 27" Bendix models including the Heatherley and the Coronation (left and right below). All are ready for UHF. This time get everything that's new and best—get Bendix Television. *You'll miss so much unless you do.*

**Bendix Radio, Television and Broadcast Receiver Division, Baltimore 4, Maryland**







**WALTER McCOLLUM** leans wearily against a water fountain at Valley Forge Army Hospital, his haunted eyes bearing dramatic witness to PWs' long ordeal



**KENYON WAGNER** exhibits scar resulting from an experimental operation performed by Communist doctor in effort to cure t.b. he contracted in the camp.

## VALLEY FORGE GIs

Dispelling confusion which surrounded return of

**W**HEN 149 American prisoners of war came out of the stockades of North Korea four weeks ago in Operation Little Switch, 129 of them were marked to be returned to their homes as quickly as possible. The remaining 20 became a group of mystery. Taken to Tokyo, they were kept away from reporters while psychiatrists and G-2 officers questioned and screened them in sealed hospital wards. In Washington the Defense Department announced that "having succumbed to Communist indoctrination" the 20 would be flown to the Valley Forge Army Hospital in Pennsylvania for mental as well as medical treatment. From Tokyo the men were shipped to the U.S. in a plane hidden, as an Army spokesman put it, behind a news blackout for "security and compassionate" reasons. When the plane set down at Travis Air Force Base, Calif. to refuel, it remained in the guarded security area while the 20 were transferred to a plane alongside. In such an atmosphere the 20 at last arrived at Valley Forge. There, almost instantly, a spectacular reversal took place: after eating hamburgers and sleeping for a few hours, the PWs came solemnly before the press in pairs to deny any Communist taint.

Thus confusion smothered a story of deep and shocking importance to the American people. It is the story of an effort, as finely organized as any battle plan, to capture the minds of American prisoners and send them back to the U.S. to spread Communist doctrine. *LIFE* has now talked at length with several of the "Valley Forge 20" and here relates, for the first time, the effect of this experience on GIs, most of whom had little (if any) previous interest in political and economic ideologies.

"I feel," said one of them, M/Sgt. Walter McCollum of Lake Charles, La., "like a man wearing one of those Chinese cotton uniforms and coats and it has been raining very hard and the uniform is all soaking wet and heavy, iron-heavy, like they get when they're wet, so that you can hardly walk for the weight. And I want to get in a room and dry off for a while." He stopped and looked down at the





**ROGERS HERNDON** had his right hand amputated in Communist hospital, was forced by Red schoolmasters to write Communist slogans with left hand.



**ROBERT SHAW**, shown here using hospital's portable pay phone, was one of oldest prisoners sent to Red college. He is 44, has served 14 years in the Army.

# TELL OF THEIR BRAINWASHING ORDEAL

the 'mystery 20,' four of them reveal frightening details of the Red assault on minds of U.S. PWs

by WILLIAM BRINKLEY

Chinese socks—light blue with dark blue bands at the top—that he was still wearing.

On the 29th of November, 1950, McCollum and two-score other newly captured Americans squatted in the snow on a mountainside in North Korea and listened to an English-speaking Chinese officer.

"Some of you men look worried," the officer said. "You have nothing to be afraid of. You're not the enemy any more. We're not fighting any more. All we're going to do is take you back to the rear, send you to school for a few months and then let you go home."

That evening Sergeant McCollum and the other GIs began a march that took them in eight nights, at 12 miles a night, to a temporary PW camp. There they found that, despite the airy promise of the Chinese officer, school was not for everybody. It was two months before the Communists made final selections. Then they chose the sergeant as one of several hundred American prisoners to be moved to Camp Number 5 at Pyuktong, on the banks of the Yalu, where the Communists had set up their indoctrination school for PWs. The GIs soon were to christen it the "University of Pyuktong."

## The 'plan of study'

**T**HE first semester got underway when McCollum and some of the other GIs were addressed in English by the Chinese "university president," a Commander Wong.

"He said we would have lectures every day for all the men," McCollum recalls. "Then the men would be divided into squads of about 14 men each for a study period. He said to us, 'I have picked you men as monitors and given you a responsibility for the study of the men in your squad. You will be given notebooks and pencils. You will take notes during the lectures. Afterward you will conduct discussions in the study groups. You will be responsible to us, the Chinese, for seeing that the men study properly—and that they understand.'"

"He said all this very reasonable, just like a teacher explaining a plan of study."

After three days of orientation lectures for the monitors alone, lectures for all the men began in a valley near the camp. There, 300 Americans stood in the snow and listened to the Chinese instructor, a former professor in a Chinese university who identified himself as "Comrade Tse." The GIs remember the Comrade as a man of about 35 with thinning black hair, somewhat taller than average and with a face pitted with very tiny holes resembling pock marks. He smoked continually and was blessed with a never-get-excited manner.

"We had to call the instructors 'comrade' and they called us 'students.' They never called us 'prisoners'—always 'students.' So Comrade Tse spoke to us that first time: 'Fellow comrade officers and men, students. Today we are going to talk about the war in Korea. You are to learn the truth about the war. After you learn the truth we will stop the lectures and you can go home.'"

Having emphasized "the truth," Comrade Tse explained why the war started: the South Koreans had prepared an offensive against the North Koreans. Then he moved into the nature of capitalism.

"His voice," Sergeant McCollum remembers, "came down the valley very clear and strong. 'The capitalists are advanced industrially,' he talked, 'but unless they have wars they collapse. New China, which is only two years old, has advanced industrially, too, but does not require war to keep up its economic system, unlike capitalistic countries, whose high standard of living comes from the blood of the people of other countries—from wars.'"

How did the GIs take this?

"At first we started to interrupt him. 'Instead of talking about capitalism,' someone spoke up from the rear, 'why don't you give us some lectures about your government and let us decide?'"

"'You're not ready for that,' Comrade Tse answered, completely unruffled. 'First you've got to understand capitalism. Then we'll get



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"UNIVERSITY OF PYUKTONG," on banks of the Yalu, was centered in the long, low building at the left of the mud huts where the students lived.

## BRAINWASHING ORDEAL CONTINUED

to the socialist system in Russia. Also, please don't interrupt. If you have any questions, ask them in the study periods after the lecture."

The "study periods" left nothing to chance. "Right after the lecture Comrade Tse would call us monitors together and give us two questions which we were to ask each of the men and put down in a notebook, opposite the men's names. He told us in detail how to arrange the notebook—listing each man's name, then under it 'Opinion Number 1' and 'Opinion Number 2.' Then we took our 14 men each to a hut, and the monitor—with a Chinese monitor sitting in the corner monitoring the monitor—would go down the line and ask each of the 14 one of the two questions Comrade Tse had given us. Then the monitor would do the same thing with the second question.

"There was a lecture on 'Dying and Decaying Capitalism' and we would ask each man in turn, 'Why is capitalism dying and decaying?' This sounds kind of weird to be doing with American GIs. But they had ways. There had to be two answers for each man. After that first lecture one man refused to answer the question about dying and decaying and I took the notebook over to Comrade Tse's hut.

"There are only 27 opinions here," Comrade Tse said. "There should be 28. Fourteen men times two opinions each. Fourteen times two is 28. Correct, McCollum?"

"That is correct, Comrade."

"Then how does it happen—' and he looked in the notebook—'that Corporal Somebody did not answer the second question?'

"Corporal Somebody said he didn't have an opinion, Comrade."

"Why didn't he have an opinion? Doesn't he want to learn the truth?"

"He said he didn't understand the question, Comrade."

"The question is very simple, McCollum. Why is capitalism dying and decaying? The answer, if the man had listened to my lecture, is equally simple. Go get the man."

"So I got him. Then Comrade Tse took the man to a building with no floor and no heat and Corporal Somebody had to sit on a bench with his hands under his arms to keep them warm and listen to Comrade Tse or one of his assistants—they had eight instructors in the camp—talk for an hour more. Private tutoring.

"You have to understand that having to listen to an extra hour of that could be pretty stiff punishment. Sometimes it made you want to scream, hearing it over and over again. But the men learned to answer right."

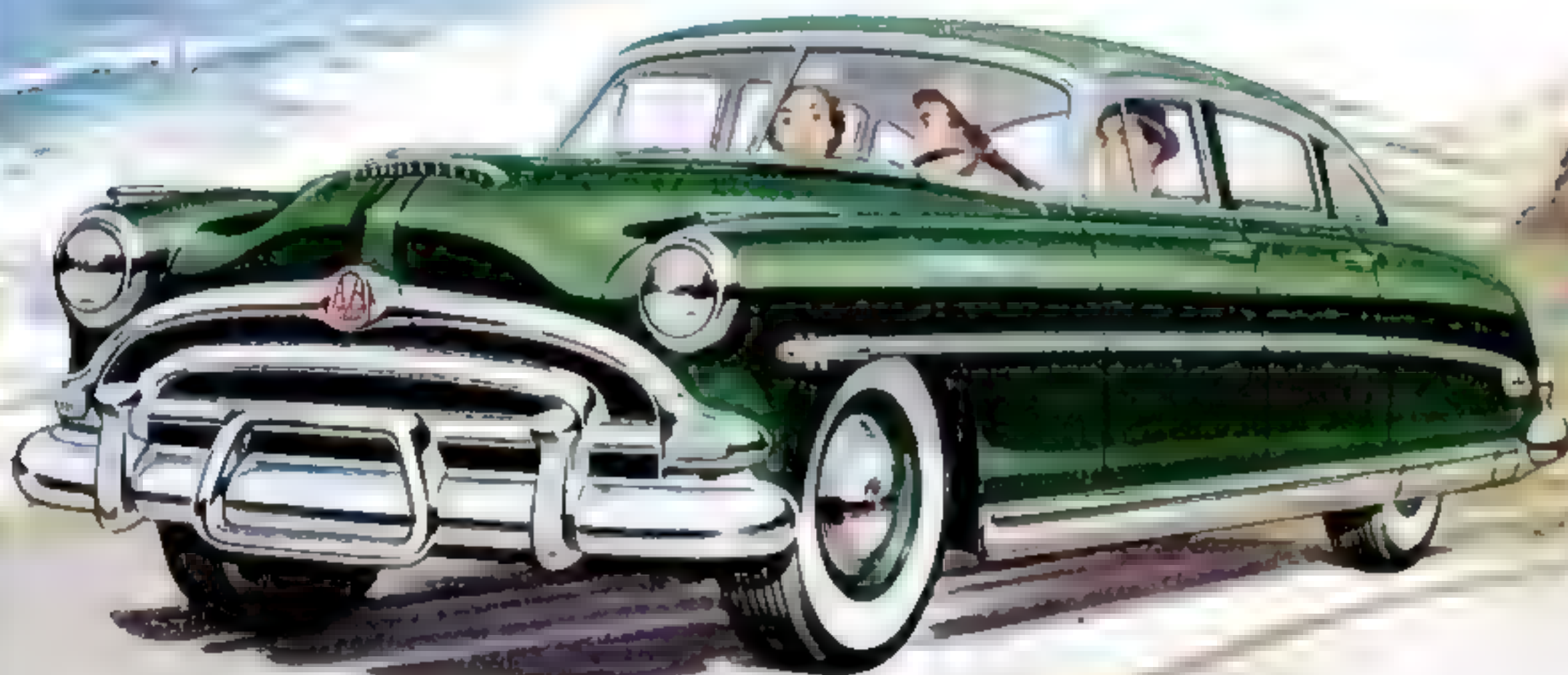
Both pressure and bribes were used to persuade the GIs to go to school. A man had a choice between working—such as cleaning latrines and digging ditches—and attending classes. Men who balked at school were sometimes obliged to stand out in the snow at attention for two or three hours. The "Reactionaries" were those who hesitated to take advantage of their educational opportunities, the "Progressives" the good students. The Reactionaries soon discovered they were getting little or no mail from home. The sick were offered the bitterest choice: no school, no medicine. But the chief inducement was the promised commencement prize.

CONTINUED ON PAGE 113



# RELAX!

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Hornet, national stock-car champion, or its lower-priced running-mate, the Hudson Wasp—or the Hudson Jet with the best performance and economy in the low-price field—you get all these famous Hudson features. Stop in at your Hudson dealer's tomorrow.

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"They kept insisting that we'd go home as soon as we learned the truth," Sergeant McCollum said, "so we were all anxious to be good scholars. It was just like a school. We were prisoners, but we wore blue uniforms and bill caps and in the summer a white undershirt and we'd take our coats off, and it looked just like a summer camp or school, with all the men walking around with books under their arms or papers in their hands. We used to joke a little, 'When are you going to graduate from the University of Pyuktong?' or later when some of us went to another camp we'd say, 'I'm a graduate of the University of Pyuktong. Where did you get your degree in political science?'"

The "University of Pyuktong's" curriculum was based on the principle of incessant bombardment. Lectures took as much as two hours a day, study periods as much as four hours more. Then there were reading periods, examinations, quizzes and other written exercises, Communist songfests, and even a macabre traveling Chautauqua starring four captured American pilots who told the prisoners they had dropped germ warfare bombs in North Korea.

In addition to "required" writing there were essay contests for the camp newspaper, *Towards Truth and Peace*, McCollum remembers. "One subject was 'Your Analyzation of the Korean War.' First prize, two packs of ready-rolled cigarets. Second prize, a cup of peanuts. Third prize, an apple. If you hadn't had nothing but leaf tobacco for a long time, and if sometimes your mouth would water for something like a few peanuts or an apple . . . they got a lot of essays written. Sometimes a really good essay writer got to go for a walk outside the camp and into town with an instructor.

"Then you could always pick up something by going over to Comrade Tse's hut for an hour's political discussion. He'd spread a pack of cigarets out on the table and maybe there'd be a can of peanuts you could help yourself to, or maybe an apple or a pear, so you'd sit there for an hour talking about the doom of capitalism and chain-smoking ready-rolleds. But the men who did much of this weren't too popular. Especially with one guy, Private X.

"Private X was a guy who didn't give a damn for nothin'. One time the Chinese tried to get us to write up and sign, all of us, an open letter to the American people calling for a stop to the war. It looked like we were going to do it, and one guy who'd won an essay contest was all set to write the appeal for us to sign. He was a guy who used to drop in on Comrade Tse a lot and come back chewing on some peanuts or an apple. Well, they were going to get up the petition when one morning Private X gathered everyone around him, including the essay winner, and told about a dream he had had the night before.

The apple and the skunk

"DREAMED," Private X said, "that once upon a time there were three skunks and a big apple tree full of green apples except that there was one big red apple. The biggest skunk," Private X said, just glancing quickly across at the essay writer, "marched up and grabbed off the red apple and ate it. But then you know what happened? The apple turned sour on his stomach and he tried to vomit it up but he couldn't even vomit it."

"The men, especially the essay writer, got the hint and that particular peace appeal was never written. He was a real man, Private X. He didn't give a damn for nothin'. He's still over there and I sure hope he isn't doing too bad. I hope he's still alive.

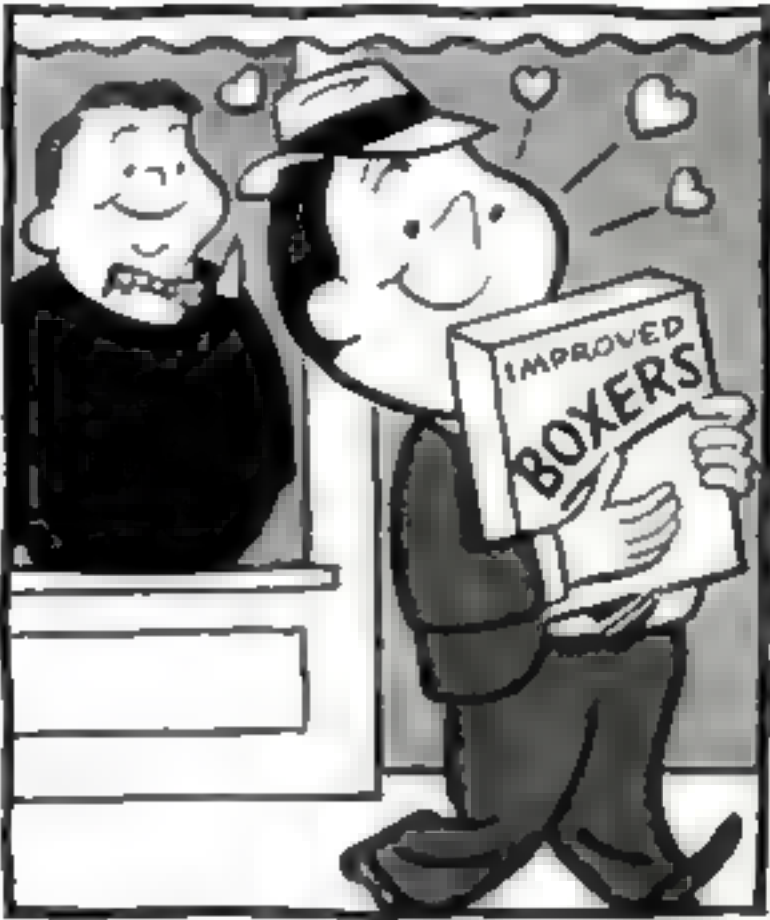
"We signed some appeals, like the peace appeal to the United Nations. They lined us all up and we signed them. Just like taking a shower. They kept throwing it at us. Every time you'd talk with Comrade Tse he'd work the talk around to politics.

"It would drive you crazy, all the talk about politics. Finally someone in the camp wrote a real GI poem and distributed it secretly with copies being concealed in class notebooks, or we'd memorize it, then tear it up, and we'd do this as secret as if the poem was a call to mutiny or revolution and I'd say it over and over again to myself as a reminder of the old GI way of thinking instead of all this politics. The poem was about an American GI who went over to Korea and one verse of it went:

But when this bastard war is over  
I'll be riding flush in clover  
With Uncle Sam's good long green.  
Then I'll tell the working class  
Kiss my royal GI  
From the longest Cadillac you ever seen.

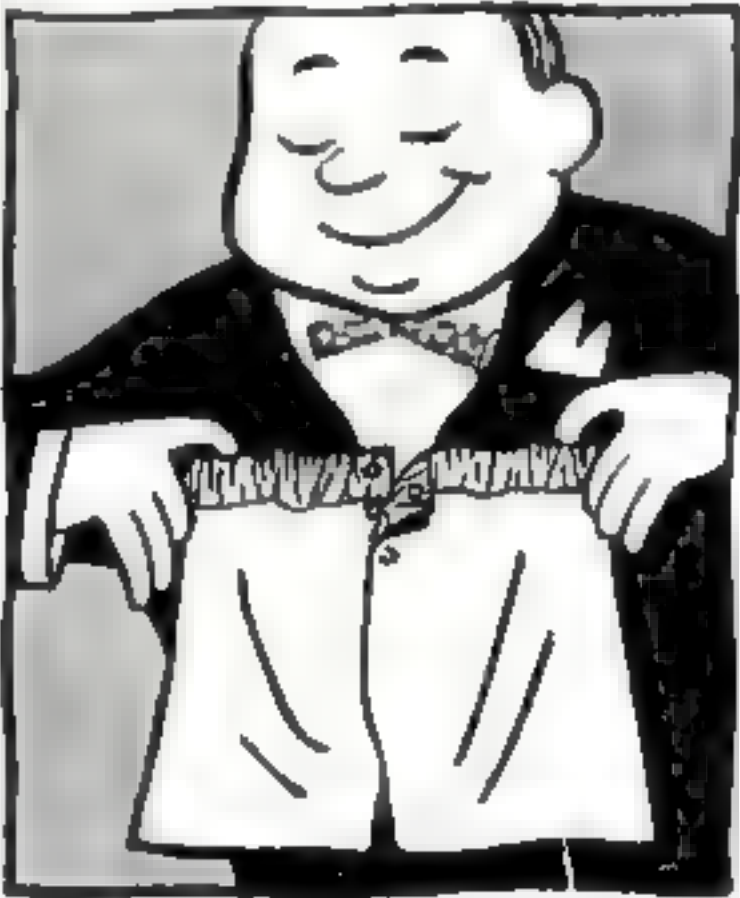
"Well, somehow Comrade Tse got a copy of the poem and he called a special lecture about it. 'The poem is reactionary,' he said. 'The working class is your friend. You are all the working class.

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**PWs USED BY REDS** include captured U. S. fliers, Lieuts. Kenneth Enoch (left) and John Quinn (right) and Marine Col. Frank Schwable (right center,

## BRAINWASHING ORDEAL CONTINUED

All that the capitalists want is to get you to thinking about buying long cars and that you are not part of the poor people.'

"If you hear that now, like this, here at Valley Forge, it sounds ridiculous. But if you heard it when you weren't hearing anything else, or allowed to hear, or almost think, anything—well, almost anything can sound reasonable. . . .

"They played Chinese Communist songs over and over again on the camp loudspeaker. They were very catchy and soon we'd catch ourselves humming them. One of the songs we sang was *Chung Ju Ju* which told about the Chinese coming across the Yalu to attack the American aggressor, but some of us refused to sing that one when we heard what it meant, telling the musical instructor, 'We can't sing that because we got buddies on the line.' Another song was *Thank Mao Tse-tung*. Some of us got a bebop thing on this one with the rhythm of Louie Jordan's *Let the Good Times Roll* and we used to sing it very low in our mud huts:

Hey, you-all!  
Don't be no fool  
You want to thank Mao Tse-tung  
For sending you to school . . .  
You want to thank Mao Tse-tung  
For all the things he done.

Hey, you-all!  
You know I will  
I want to thank Mao Tse-tung  
For all the guys on the hill . . .

"The 'hill' was a place where some of our buddies who had died in the camp were buried.

"One night when we were bebopping *Mao Tse-tung* I guess we kind of forgot, like you will when you really get bebopping—a real session. Then suddenly we looked up and there, standing in the doorway, was Comrade Tse.

" 'Don't slander our leader,' he said. And off he went on a long lecture on how decadent we were.

"We studied real hard up until summer, expecting to go home. Then in July they told us 'Phase One' of the study was over and we said, 'Can we go home now?' and they said, 'Not quite yet.' So I went over to Comrade Tse's hut. I talked with Comrade Tse, standing in front of his desk and looking down at him where he was seated.

" 'You promised if we learned the subjects you'd turn us loose. You said that after we went to school and learned the truth you'd send us home. You say, "Learn the truth." But you keep introducing subjects, one subject after another, and there is no end of truth. When are you going to stop teaching us the truth, Comrade?' I guess I was beginning to shout a little. 'After two or three lectures,' I went on, 'you got unanimous agreement from us that the South Koreans had attacked the North Koreans, we learn the truth about that. Then we spent two or three more weeks and we all agree that capitalism is dying and decaying, we learn the truth about that. Then we discuss the new democracies, and we learn the truth about that. You can just keep adding subjects on and how are we going to know when the school is over, Comrade? When will you decide that we've learned the truth? You said it would end in two or three months. Then we all signed the peace appeal to the U.N. and the commander said all of us had now changed to the side of peace from the side of imperialism, we learned the truth about that, and we think to ourselves, "Now we are going home." Tell us, Comrade, when are you going to stop teaching us the truth?'"

"You know, he just smiled. And he said, 'There is more to learn. You have done Phase One and now there is Phase Two. You will go home, but it is too soon. There is Phase Two.'





with Communist Correspondent Alan Winnington). Reds claim they have "admitted" U.S. dropped germ bombs. PWs say Quinn was speaker at Camp 5.

"And I knew from that time on that their goal was to make me believe: 'I don't like my form of government. I want to be a revolutionist.' And I set myself to try to resist their goal."

You can see what it cost a man to resist when you talk to him over a period of days. A strange feeling comes over you, as if you were talking to only half a man, or a third of a man. You go to lunch with one of them and he does not know what to order—he will order anything you suggest, a grilled cheese sandwich or a 2½-pound top sirloin steak. He has not for years expressed his will about anything. He has only been told.

You look at M/Sgt. Robert Shaw, of Liverpool, N.Y. and Vancouver, Wash., a gray-haired, 44-year-old regular Army man of 14 years' service, who in Korea was a first sergeant of a 40-mm anti-aircraft company until Dec. 1, 1950, when a Chinese roadblock near Kunuri converted him into a student. When he talks about his days at the "University of Pyuktong" Sergeant Shaw's eyes get so big that you seem to be looking at them through a microscope. And as he talks, you know why.

"The Chinese would give us this lecture entitled 'Who Profits by War' and then in the study groups ask us the question, 'Who profits by war?' and pretty soon you would hear two words coming out of your own mouth, 'Big Business.' For they said, you see, that they wanted us to answer according to the lecture. So I would answer according to the lecture.

#### Karl Marx and Mark Twain

**W**HEN we weren't doing anything else we had to read all the time. Karl Marx, Engels, Lenin, Stalin, Belinsky, William Foster, the New York *Daily Worker*, a Russian novel called *Steel and Slog* about some labor heroes. Also we got *David Copperfield*, Victor Hugo, De Maupassant, some Howard Fast novels, Shakespeare, a lot of Upton Sinclair, including a book called *Oil*, and Mark Twain's *A Connecticut Yankee*. We had to write book reviews on the books and copy out selected passages.

"The one from Mark Twain reads: '... My kind of loyalty was loyalty to one's country, not to its institutions or its officeholders. ... The country is the real thing ... institutions are extraneous, they are its mere clothing, and clothing can wear out, become ragged. ... To be loyal to rags; to worship rags, to die for rags—that is a loyalty of unreason, it is pure animal. ...'"

"We had quizzes and exams all the time. One day after they'd been giving us a series of lectures on bug warfare they lined us all up on the parade ground for a big examination. It was a printed, multiple choice thing. The first question was 'Who is using bacteriological warfare?' and the choices were 'U.S., France, Poland, Czechoslovakia' and a couple other countries. Another question was 'How was the bacteria spread?' and the choices were 'spiders, chicken feathers, rats, fleas, lunchboxes.' There were about 250 of us standing there and we wrote on each other's backs. As soon as a man finished the test he held up his hand and one of the instructors came down the line and looked at his answers and if the instructor was satisfied the man went to the opposite side of the parade ground. Twelve of the men refused to take the test at all and were taken away. Fifteen minutes later they came back. I don't know what the Chinese said to them—the men would never say—but they went ahead and took the test.

"We stood on the parade ground two or three hours taking the test. It was summer and very hot. ... Well, the first time I checked *all* the countries and *all* the methods and held up my hand. One of the instructors came up and I gave him my paper and he just looked at it and then he looked up at me and smiled.

"How does it happen, Shaw," he said, 'that you are not putting down the right answers?'

CONTINUED ON NEXT PAGE

# OUTSHAVES ANY LATHER OR BRUSHLESS CREAM

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## BRAINWASHING ORDEAL CONTINUED

"You told us to give our honest opinion, Comrade," I said.  
 "If you were broadminded," he said, "you would know you're not giving your honest opinion. Haven't you paid attention to the lectures, Shaw?"

"Yes, Comrade."

"Then answer the questions."

"You want me to answer according to the lectures?"

"Yes, Shaw."

"So he gave me the paper back and went away and I erased all the checks and then checked just France and Poland and raised my hand and the instructor came back and looked at the paper.

"Is that what you heard in the lecture?" he said.

"No, Comrade."

"What countries did you hear were using bacteriological warfare, Shaw? Only the United States, Shaw. Isn't that right?"

"Comrade, I don't believe that."

"It isn't what you believe, Shaw. It's what we've taught you."

"So I erased the checks again. The paper was getting pretty erased. And I sat down on the ground and held my head in my hands. I felt numb. Then finally I must have raised my hand because the instructor was there and I handed him the paper.

"But you have nothing on the paper, Shaw," he said. "Didn't we tell you the United States was using bacteriological warfare?"

"Yes, Comrade. Yes, Comrade. . . ."

"So he handed the paper back. 'Well, that's the answer then.'"

"So over 'U.S.' I put a check mark and got it over with and had done with it and I could go to the opposite side of the parade ground." On those who, unlike Shaw, were sick or suffering from wounds the Communists used special powers of persuasion. Cpl. Kenyon Wagner, a 23-year-old soldier from Detroit, was in the hospital trying to live with the tuberculosis he had contracted when a Communist instructor named Comrade Yaw came in one day and sat down on the edge of his bed.

"Would you be interested," asked Comrade Yaw, "in writing an article on our medical care? We are publishing a book on PW life for foreign consumption. We know you have such a bad disease. Tuberculosis needs a long period of care, doesn't it?"

Wagner got the point. "It was a choice of writing it or going back to the camp and dying there."

### Flies for Comrade Mouse

COMRADE YAW became Wagner's companion for several hours a day. "He would come in and sit on the edge of my bed. He couldn't do enough for me. 'Anything you want?' he would ask. 'Do you have any problems I can work out for you?' Then he would sit there and read, hours at a time. Read, read, read! Mostly from the writings of Mao Tse-tung. He was always very concerned, Yaw was, that I like him personally. He was always picking his nose or spitting on the floor, but he wanted me to like him personally. He looked like a mouse. He used to come in and look at me and ask, 'Do you like me?' You know, how would you like for a guy to keep coming up to you and asking, 'Do you like me?'"

"The more nice things I said about China the better care I got. I poured it on. 'We can see it here,' I'd tell him. 'Your wonderful hospital.' Wonderful hospital! There were so many flies that each nurse had to kill 40 flies a day and take them to the superintendent to be counted. One day Comrade Yaw killed 60 himself and came around to me bragging about it. A real big deal.

"You're wonderful, Comrade," I told him.

"Then he'd get this massive grin on his face. Did you ever see a mouse grin?"

"People don't understand the pressure they put on you—especially about getting medicine. After a while you say things you don't know you're saying. Like once he asked me, 'Would you fight the Soviet Union?'"


"No," I said. I just said it automatically before I realized it. But even when I realized it I went on: "The Soviet Union is a paragon of peace," I said.

"The day Stalin died we talked about it. 'The greatest tragedy that ever befell mankind,' I said. Comrade Yaw fluttered his eyelashes in happiness and started picking his nose. He was really happy with me."


The GIs' indoctrination course included the writing of autobiographies at least once a month. Today, at Valley Forge, this phase of the schooling stands out in the memory of Pfc. Rogers Herndon. A 20-year-old soldier from Jacksonville, Fla., Herndon had been a 57-mm man in a heavy weapons platoon before he was wounded and captured at Kunuri on Nov. 26, 1950, at the age of 17. Today he is a man living with a private terror—that the Communists in this

CONTINUED ON PAGE 121

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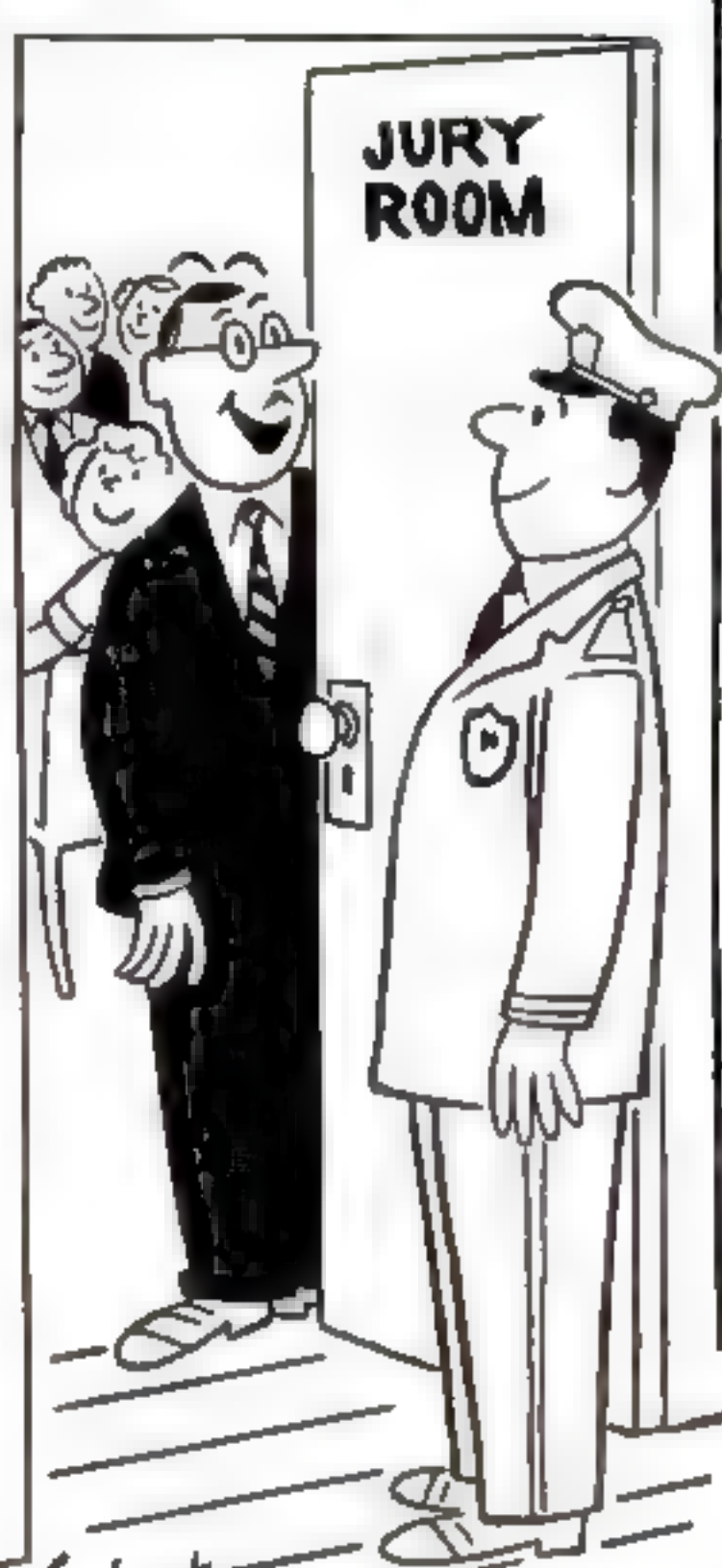


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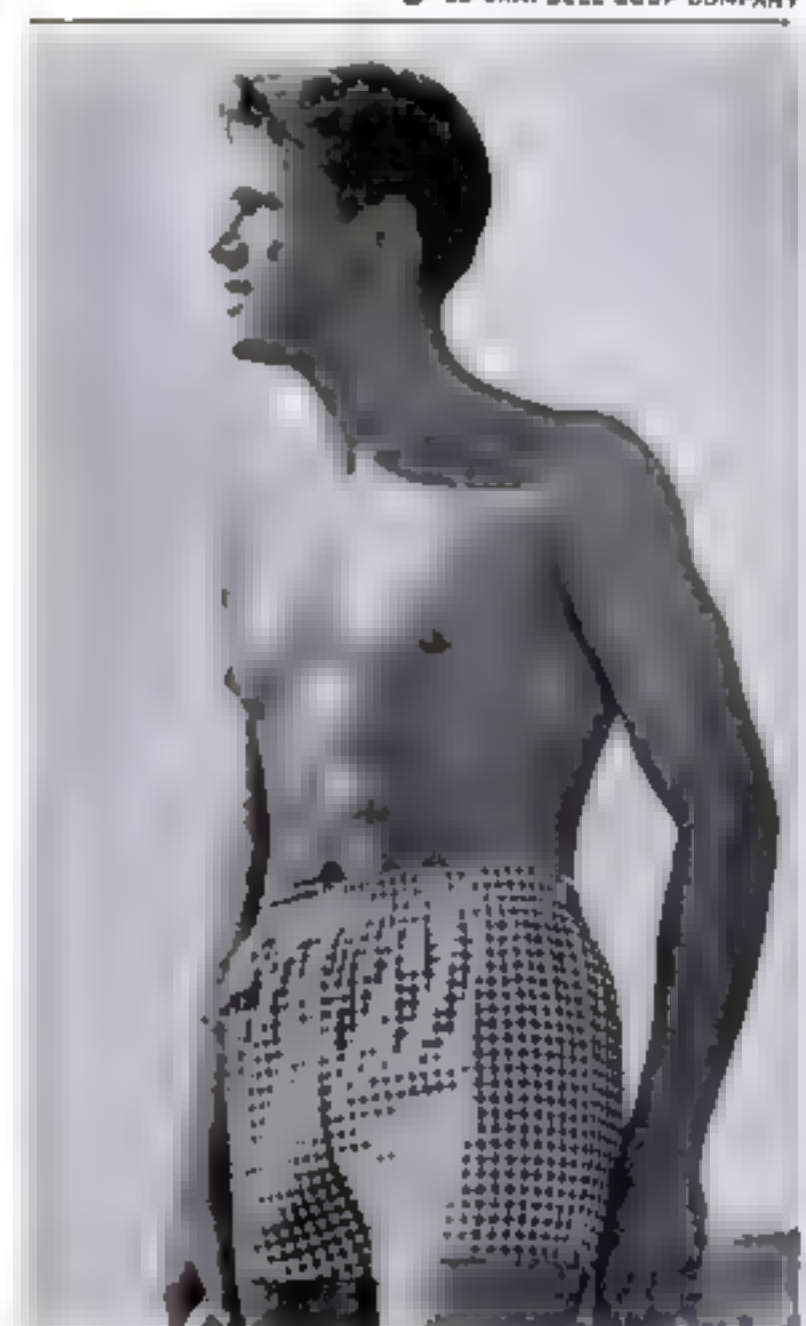
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Carnation Evaporated Milk
- 1 cup water
- 2 eggs
- ½ cup sugar
- ¼ teaspoon salt

- 1 teaspoon nutmeg
- 1 ½ teaspoons vanilla
- 2 cups cooked Uncle Ben's  
"Converted" Rice
- ¾ cup shredded  
coconut

Beat Carnation Milk, water, eggs, sugar and  
flavorings until smooth. Pour over cooked  
Uncle Ben's Rice mixed with ¼ cup shredded  
coconut in 2-quart casserole. Place casserole in  
pan of water. Bake in moderate oven (350° F.)  
30 minutes. Stir lightly. Continue baking 30  
minutes. Top with remaining coconut during  
last 5-7 minutes. Cool before serving.  
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# DIARY REVEALS A STUDENT AT 'THE SATURATION POINT'



The PW students were required to keep journals in notebooks (left) bearing the Chinese inscription "Peace Diary" and sketches of a Kremlin tower, Peking's palace and the peace dove. The following excerpt from one prisoner's diary of June 25, 1952 was written "at the saturation point of my brainwashing." The ex-prisoner now rejects Communism, says, "I was in a horrible nightmare in which I lost all sense of values."

25 JUNE 1952

... During [the past] year I've undergone a complete metamorphosis of intellect. Just a year ago I was a dreamy boy living in a world of mystical illusion, addicted to the habit of reading but not yet understanding what I read or thought—actually making very little attempt to penetrate very deeply the whys and wherefores of the multitude of books I read or the world about me. I assumed that all was because the good Lord decreed it that way, and anything better would be realized in the after life.

Now I am diametrically opposed to almost everything I previously considered as infallible and accepted as truth. Religion I think at last that I have discarded once and for all. It was difficult naturally because I had been reared in the spurious atmosphere of the fear of God—in an environment where any close scrutiny of religion was considered a sacrilege and subject to immediate hell fire. But, however, I have examined religion—realized its implausibility and its many absurdities which question man's intellect, and find myself still among the living, breathing mortals of this earth.

The most revolutionary change in my intellect has been, however, my change of outlook concerning the world I live in. From a completely bourgeois capitalist, reactionary outlook on life and people and events I have progressed to the left—on socialist understanding of the world and its mechanics. I realize now that socialism and eventual Communism can produce the heaven on earth so many people seek in the great beyond.

## BRAINWASHING ORDEAL CONTINUED

country will try to follow through, by threats or otherwise, on what the Chinese started in the school on the Yalu. For just before he left they told him: "Go home and start a peace and truth campaign of your own. Fight for peace, for truth." Herndon adds: "They didn't tell us how to start a truth campaign. They knew we already knew. They had taught us."

One way they tried to teach Herndon was through his autobiography. "In writing the autobiography we were to be guided by two pages of questions entitled 'Outline of Self-Analyzation' which had about 25 topics on it and under each topic several small topics. Under 'How do you like Army life?' there would be 'Why did you join the Army?' 'When did you join?' 'Where were you trained?' and so on. These two pages were not for writing on, but the writing was to be done on separate, blank paper. You had to write everything about your own life from the time you were a kid. You had to tell everything about your sisters, brothers, mother, father, friends, addresses of your best friends, what their jobs were, who had the most influence over you. If you left out anything they'd throw it back at you and say, 'You've forgotten certain years of your life.'

"They kept making you write them, about once a month. I guess they figured if you told one lie and they caught you, maybe you'd told other lies. They asked you what books you read, what political books, what books you liked best, what type of study you liked best, how much pay you got in the Army, how much money your family had, what political party you belonged to. I wasn't old enough to belong to anything so I put 'Boy Scouts,' of which I am a member. They questioned me about that.

"What are the Boy Scouts?" they asked.

"A boys' society," I said.

"Does it have any political influence in the United States?"

"I guess not," I said. "I guess it influences you to be an American."

"Well, don't put Boy Scouts on your autobiography any more."

"They asked me about my future plans and I put, 'Stay in the Army and go back home and build my own home and marry and raise a family and live happy ever after.' So they came around.

"Why do you want to marry so young?" they said. "Work comes before women."

"They asked me what kind of organizations I planned on joining when I got back to the States. They asked a lot of personal questions, like what type of women you mess with. I answered 'All kinds' and I tried to give them hints I'd mess with their women if they'd just give me a chance. They never did.

"Questions, that's what I remember. Questions all the time. 'How's your family? What do you think about the study?'

"They never let us alone. Finally they permitted us to have religious services but only on the squad level, and I took an empty toothpaste tube and melted it down and made a cross to hang on my

dog-tag chain. We'd have services and read verses from the Bible, mostly the Psalms, and sing a song called *I Thank You Jesus* that went 'I thank you Jesus, I thank you Lord, you brought me. . . . You brought me a mighty long way.' They'd hear us and come over and say, 'You should be thanking the Chinese Volunteers instead of Jesus. Who gives you food, Jesus or the Chinese Volunteers?'

"They never missed one bet. You know what? They had to amputate my hand on account of the wound, my right hand, and they began to teach me to write with my left hand. They assigned a special instructor just to teach me to write and he held my left hand to teach me and while holding it made me write on the blackboard 'American imperialism,' 'American monopoly,' 'American capitalism.' Then one day after several weeks of that he said, 'Now why don't you write for yourself? Give it a try: American imperialists.' So I picked up the chalk. I wrote 'American imperialists.' Those were the first words I ever wrote with my left hand, the hand the Chinese Communists taught me to write with."

## "Pilots" for Pyuktong

NOT all of our PWs attended the Communists' school. Some, for their stubbornness in re-education, are believed to be working in slave labor camps today, and others to lie buried in Korean soil. The Communists selected for schooling those PWs they considered the best candidates on the grounds of impressionability, education, economic and racial background. Army psychiatrists who have interviewed the graduates of Pyuktong speculate that some of them were sent back as a "pilot group" to test the effectiveness of their indoctrination. They believe the Chinese even now are carefully watching to see how these men conduct themselves. On the basis of their "failure" or "success" the Reds may revise indoctrination techniques for the PWs still in Communist hands. The testimony of the returned PWs that many men far sicker than themselves were left behind—though the Panmunjom agreement called for all sick and wounded to be repatriated—supports this belief.

The psychiatrists also believe that whatever Communism may have "rubbed off" on some of the 20, there is no quicker way to drive them over the line into Communism than a hostile attitude at home. A top Army psychiatrist who came to Valley Forge to talk with the men puts it this way: "The Communists used everything they know on these men. Especially Pavlovian psychology: if you ring a bell often enough in the presence of a dog and then give him food, soon you need only ring the bell and he will salivate even if no food appears. In the same way the Chinese reflex-conditioned our men to give Communist answers when asked questions in their lectures and study groups. But to work, this kind of thing needs to go on over a lifetime. For a while some of our PWs may inadvertently use phrases like 'Chinese Peoples Volunteers Army' and then catch themselves, or they may be asking about American pilots bombing China. They may



"Oh! my  
aching feet!"



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## BRAINWASHING ORDEAL CONTINUED

even say they saw germ warfare bombs dropped. But I believe that most or all of these men, if we let them alone, will shortly shake such habits. One thing is certain. No surer way exists to play into the hands of Chinese propaganda than to doubt these men. The Chinese told them they would be suspected."

The nightmarish experience of one mother and father at Valley Forge, though an extreme case, is a measure of the patience and tolerance that may be needed. Two days after the arrival of the 20 at Valley Forge, the parents—whose son, though they did not know it then, was a leading "Progressive" in prison camp—related what had happened since they saw him for the first time in four years:

"Our son is trying to sell us on Communism. He says he is not a Communist. But he says what we have been told about our government is all a pack of lies and that the Chinese government is true and has the truth. He talks about the superiority of the Chinese. He says he has learned the truth and that what he always knew before and has been taught, everything he ever learned in this country, was lies, nothing but lies. He says he has been over there and at last has learned the truth from the Chinese, the figures, the percentages, the data about our government. The 'truth' he calls it, he keeps using the word 'truth.' He wants us to get him a copy of the *Daily Worker* so he can see what the real news is now. He says that as soon as he can get us home, he wants to sit us down for a long time and tell us the truth."

### In hope and despair

THE parents, who come from a conservative and religious background, had received strong inklings that something was happening to their son while he was still in camp. His letters suggested even then that the U.S. people were being "lied to about their government" and said that he would furnish details when he got home. But these did not quite prepare the parents for the shock that awaited them at Valley Forge. Their son's declarations threw them into panic. After a couple of days at Valley Forge, the parents left for home—the father had to get back to his business—and waited, trying to keep up some hope in their despair, for their son's arrival. Two days later, having finished his routine examinations at Valley Forge, he appeared.

He came in with fanfare, as have most of the PWs. Old friends were at the airport to meet him. From there the boy went home to a houseful of relatives, dinner and a most festive air. Not long after dinner he went to bed in exhaustion and slept until noon next day, not having uttered any more words about the great Chinese Communist way of doing things or about American lies. By the time he got out of bed he found a long list of telephone calls from friends who were eager to see him again, and also from a couple of girls who wanted to know if he cared to resume friendships that had begun to blossom four years before. He let one girl know he wasn't interested and indicated to the other that he would be glad to see her that evening. He did some shopping for clothes, but not with much joy—more as a painful duty. He commented that the stores were in business for one thing, money. He saw a headline in a paper which told of the need of force to back up words against the Communists and he said a word or two against this strong-arm approach. He has shown no appetite, is obviously excessively nervous and appears to be profoundly exhausted.

But beyond a stray word here or there, the promised indoctrination for his parents has not yet come about. The parents, hoping desperately that he is sweating out his own indoctrination, are watching and waiting and doing everything they can to let him know that he is their boy and that he is home—home with his own people, in his own country.

To see how one of the other PWs is adjusting himself at home the writer went to the small town of Liverpool, N.Y. to visit Sergeant Shaw. The sergeant has a wise family. Hardly had they learned that he was coming to Valley Forge than they drove there to let him know they didn't believe this Communist business that was in the papers about him. When he arrived in his home town he was mobbed by townspeople who gave him the same assurance.

"Everybody told me not to worry. It made me feel good. They made like I was a hero. I'm not a hero. It's no honor to be a prisoner. I am a soldier and it is no honor for a soldier to be captured. But the people treat me like I'm a hero. They have been good, good."

Sergeant Shaw's life in recent years has been measured out in questions, thousands of questions, first from the Communists, then from the Army when he came back, then from reporters. His family had the wisdom not to pump him with questions about prison life. They took it easy. Once his wife, expecting perhaps to hear some Korean war equivalent of *Bless 'Em All*, asked inno-

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it's odorless too!

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CONTINUED ON PAGE 121



# THE SPAN OF TIME



1929 started with a bang and ended with a crash. Herbert Hoover moved into the White House—F.D.R. into Albany—and young Robert Hutchins into the President's office at Chicago University. Fannie Brice married Billy Rose, Ina Claire wed John Gilbert, Anne Morrow became Mrs. Charles Lindbergh—and Chicago celebrated St. Valentine's Day with a gang war killing. While Dolly Gann feuded with Alice Longworth in Washington—Grover Whalen waged a losing battle against New York's 32,000 speakeasies. Coonskin coats faded from college campuses and plus fours bloomed on golf courses. It was the year Roy Riegels ran the wrong way in the Rose Bowl—Durocher played shortstop for the Yankees—and Ford returned to full-volume capacity after scrapping the Model T. The stock market slumped in September—crashed in October. Smokers were urged to "Be nonchalant . . . Light a Murad."

*TIME*, in the midst of the whirlpool, reported the flotsam and jetsam and the great whirling currents for a growing body of readers. Two readers who knew us then (and know us still today) have this to say:

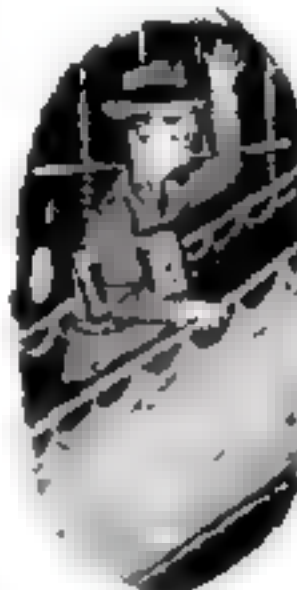
*"I have known **TIME** from its birth and have watched it grow into one of the most important of world publications. Today it is a finer news magazine than it has ever been and one to which history will assign a large role in the moulding of human progress."*

Louis Bromfield  
Malabar Farm, Lucas, Ohio

*"Throughout the years I have read **TIME** carefully each week, and am grateful for the information it has brought me and the widened interest it has created. When I was President of Rotary International, I traveled nearly all over the world, and was interested to find how completely and accurately your correspondents are aware of conditions in those countries, and how dependable are your news items regarding them."*

S. Kendrick Guernsey, Exec. VP  
Gulf Life Insurance Co.  
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More people are turning to **TIME** today than ever before. Some are college students; some are young businessmen; some are busy housewives. They're reading the most fascinating continuing story in all the world—the Story of the News—as told by



## TIME

THE WEEKLY NEWSMAGAZINE

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best informed homes





YOU'LL WANT TO SEE PICTURESQUE TAOES PUEBLO, WHICH NESTLES AT THE BASE OF THE SANGRE DE CRISTO MOUNTAINS. VISITORS MAY ATTEND CEREMONIAL DANCES.

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**NEW MEXICO**  
THE LAND OF ENCHANTMENT

## BRAINWASHING ORDEAL CONTINUED

cently if he had learned any songs overseas and he told her about the songs the Communists taught him. Sergeant Shaw grinned telling what his wife told him: "Don't you be singing those songs around here, Sergeant Robert Shaw!"

On Sunday afternoon, when he had been home three days, Sergeant Shaw and I walked down to the park in the center of the town. It was the first real summer Sunday and the cars carrying city people out to see the country kept flowing by. We stopped at a drugstore and got a couple of tall Cokes in paper cartons, then brought them back to the park and sat on a bench under a tall green tree and watched the cars and, nearby, some children soaring in the park swings.

"I could sit here and watch this a long, long time," Sergeant Shaw said. "This is entertainment to me, watching cars go by. Everything I do is entertainment to me. Everything I just keep looking at. A signpost. Or just an ordinary dandelion. I can look at a dandelion now for a long time, and that is entertainment. It's kind of like being blind and now you are getting your sight back again. I just like to look at the people. How clean the people look! I like to just go uptown and look in the windows and see all the pretty things in the windows, not to buy, just to look, and especially to look at the people."

Sergeant Shaw chuckled. "You know my wife said to me, 'Quit staring at people so much! They're going to start hollering for you to stop staring at them!'"

Sergeant Shaw had been talking very quietly, and then his voice rose just a little.

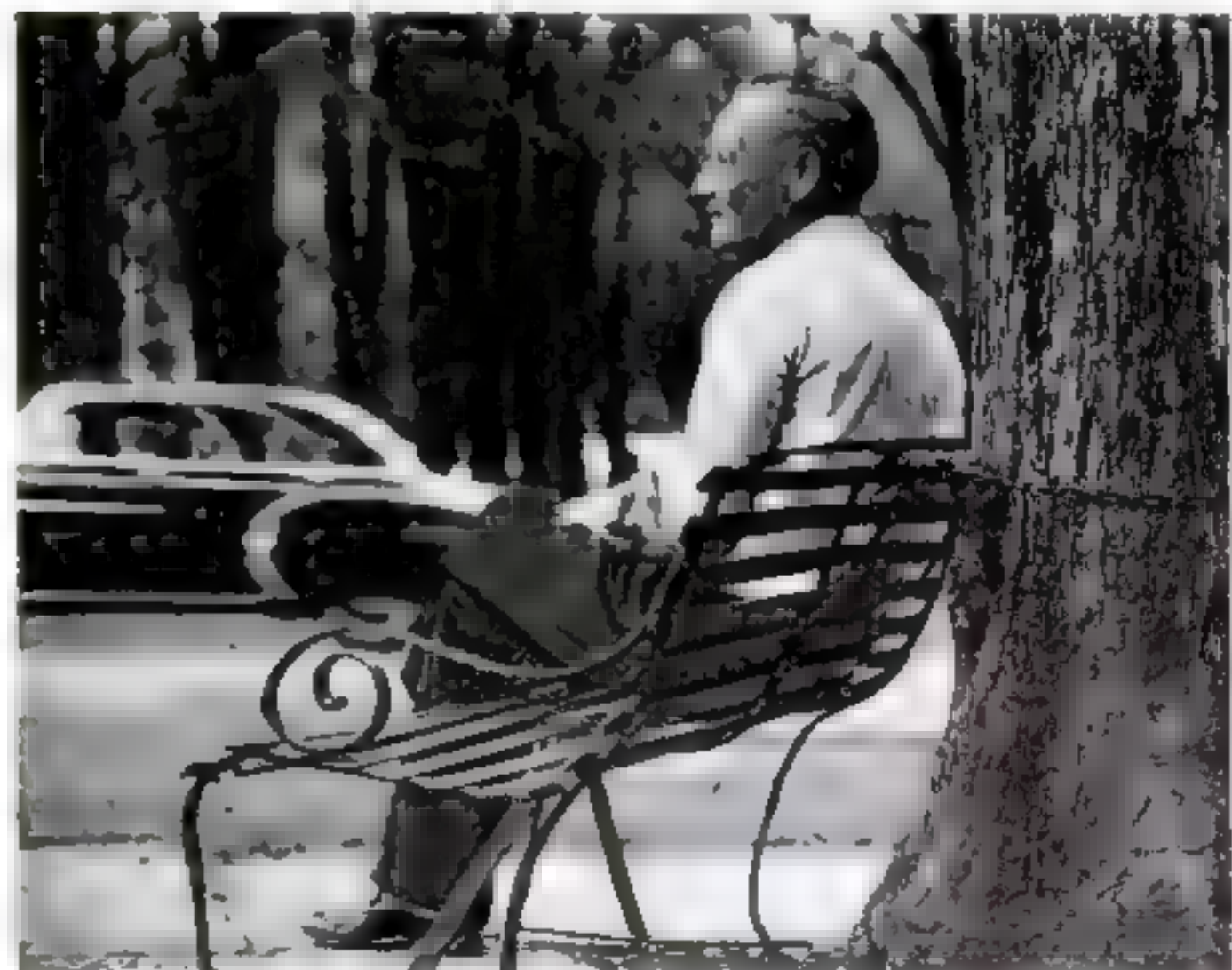
"You can see, when you are back to see, how everything is so much better here than anything they can offer! It makes a man wonder how they themselves could believe in what they've got, much less teach it. You know, last night the neighbors kept coming in, people I hadn't seen in four years, and saying how glad they were to have me home again and we never once talked about politics, which was the only thing they let you talk about over there. We talked about what we were going to have for supper, movies, women, new houses, how the town has changed, television, the new cars that are out, how it rained so much in New York this year, how the fishing is now up in the mountains with the pike beginning to run—you can talk about anything here!"

You looked at Sergeant Shaw, his voice coming down quiet again now, and you wondered what had changed so much about him since you first saw him at Valley Forge. And then you knew: it was the eyes. His eyes no longer had that fantastically bulging look. His eyes were beginning to look right.

Just before we got up to go two old ladies stopped by our bench and one inquired, "Can you tell us where to catch the bus? This corner or the next one?"

Sergeant Shaw hesitated, his face suddenly wrinkled and looked worried again, perhaps because he was called on to answer still another question. Then, recognizing it as a question which wasn't supposed to force anything out of him or do anything to him or change him, he broke out into a great grin.

"Yes, ma'am," Sergeant Shaw said firmly. "You catch it at the next corner."







SAFE AT HOME in Liverpool, N.Y. Sergeant Shaw takes his ease on a bench in park near his parents' residence and contentedly watches new cars go by.



# LEMONADE'S SO EASY NOW!

Just open a can of ...add water and ice...enjoy a Pitcher of Health in seconds



<p>EACH CAN OF CONCENTRATE FOR LEMONADE MAKES A FULL QUART OF DELICIOUS LEMONADE IN SECONDS. NO FUSS, NO BOTHER, AND THE COST IS LESS THAN 4¢ PER 6-OZ. GLASS.</p>  <p>SO EASY EVEN I CAN DO IT!</p>	<p>I CALL LEMONADE MY FAMILY'S <b>PITCHER OF HEALTH</b> FROM CALIFORNIA. IT GIVES REAL FRUIT JUICE REFRESHMENT AND ESSENTIAL VITAMIN C.</p>  <p>LEMONADE TASTES BETTER THAN ANYTHING WHEN I'M THIRSTY, AND MOM LETS ME HAVE ALL I WANT.</p>	<p>I ALWAYS KEEP SEVERAL CANS OF CONCENTRATE FOR LEMONADE IN MY REFRIGERATOR. IT'S THE PERFECT BASE FOR ALL SUMMER DRINKS. MAKES WONDERFUL PUNCHES AND MIXED DRINKS. SAVES SO MUCH TIME.</p> 	<p>I ALSO USE FROZEN LEMONADE IN PIES AND CAKE FILLINGS, AND IN DESSERTS LIKE THIS <b>EASY LEMON SHERBET</b>: CHILL ONE LARGE CAN EVAPORATED MILK, WHIP UNTIL STIFF, BLEND IN ONE CAN FROZEN LEMONADE, ADD SUGAR TO TASTE, PUT IN ICE TRAY AND FREEZE. STIR TWICE WHILE FREEZING.</p> 
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from ALL LEATHER shoes because*

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Enjoy this miracle! Never settle for less than leather!

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THE AMERICAN STANDARD IS QUALITY—LEATHER IS QUALITY...and comfort, too



# HIGH



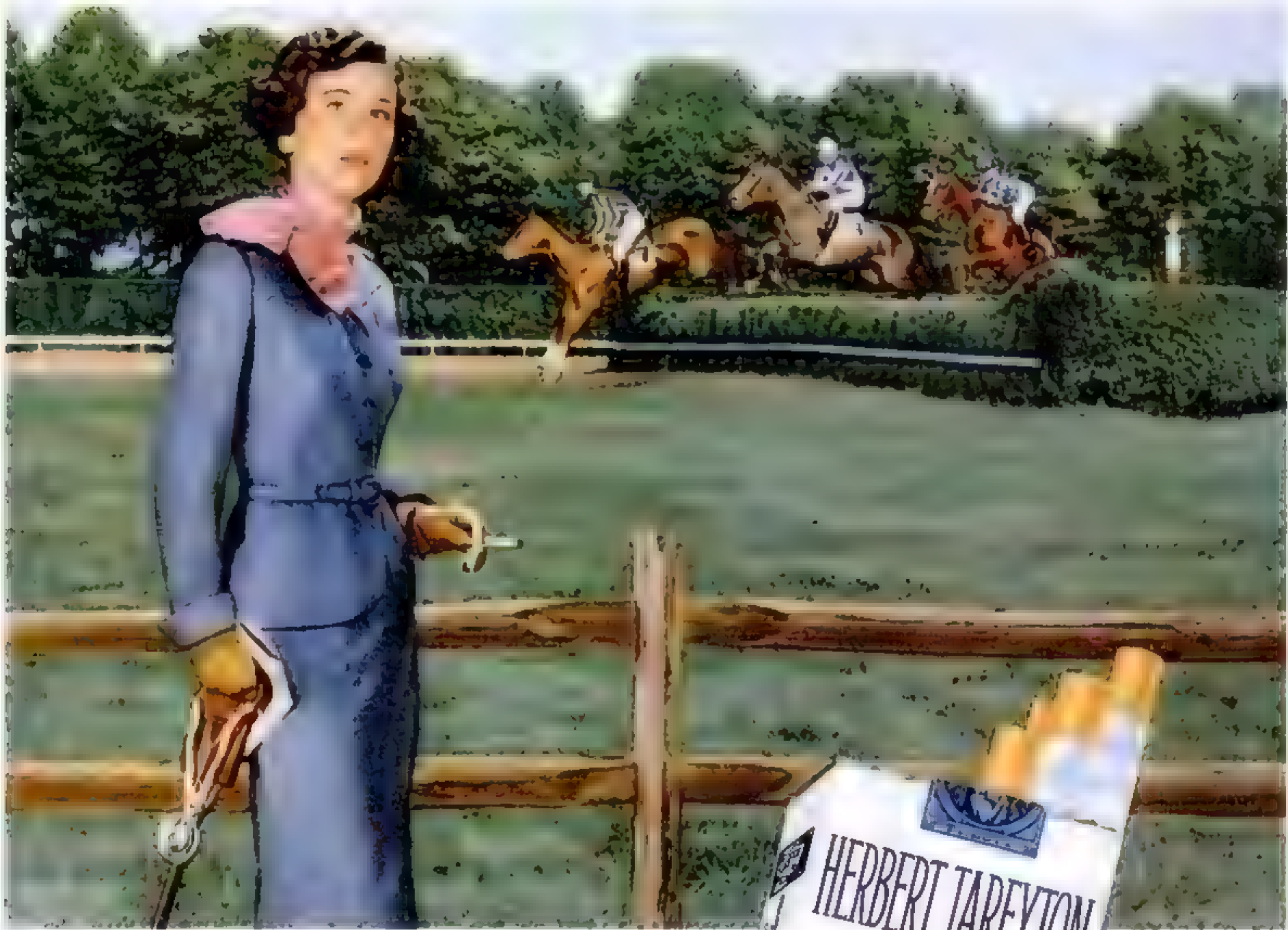
*keeps your feet fit*



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MISS MOLLIE McLEAN, attractive young socialite of Baltimore, Md. Discriminating in her choice of cigarettes, Miss McLean says, "There's so much smoking enjoyment in Herbert Tareyton's cork tip and mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



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CHILLED AFTER SWIM INTO MYSTERIOUS TUNNEL, JON LINDBERGH (RIGHT) WARMS BY FIRE AS FRIEND DICK IRVIN LISTENS TO HIS ACCOUNT OF THE CAVE

## DIVE REVEALS HIDDEN CAVERN

Jon Lindbergh makes a discovery

Diving into the clear water of a California lake, a group of youthful spelunkers came across a submerged tunnel carved into the lake's rocky banks and determined to find out where it led. While the others waited on the shore, Jon Lindbergh, 20-year-old son of the famous flier and the team's star diver, climbed into a rubber frogman's suit, strapped on an Aqua-lung and vanished into the chilly depths.

Swimming under water through the dark passageway with a collapsible rubber boat in tow,

Jon had gone about 150 feet when he suddenly emerged into a vaultlike room. High above the water, gleaming stalactites dripped from a limestone ceiling. Smaller side chambers extended back into the walls. Leaving his boat, Jon swam back for a camera, then returned to spend 67 minutes in the chilly darkness making photographs of the cavern's gloomy interior (p. 130). Said 25-year-old Raymond de Saussure, leader of the expedition, "We have found one of the largest underwater caves in the West."



**AFTER SHAVING**



## Dims face shine

Neutral tint won't show on your face. Helps cover nicks, blemishes. Made for men, of imported Italian talc, micro-pulverized for fineness.

**AFTER BATHING**



## Relieves body chafe

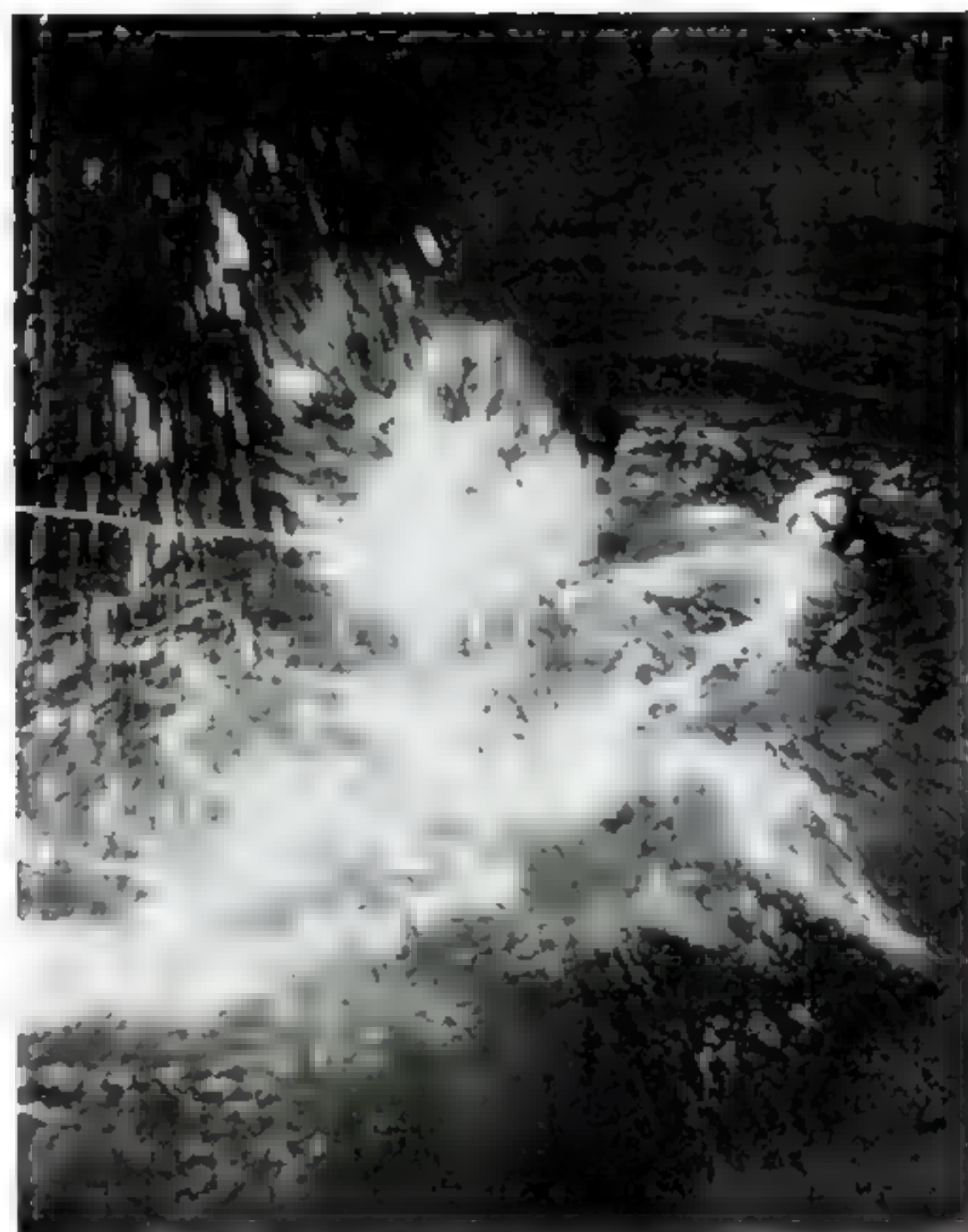
After every bath or shower, dust your body with this soothing, faintly-scented talc. Keeps you chafe-free and comfortable longer!

*Make the finishing touch*

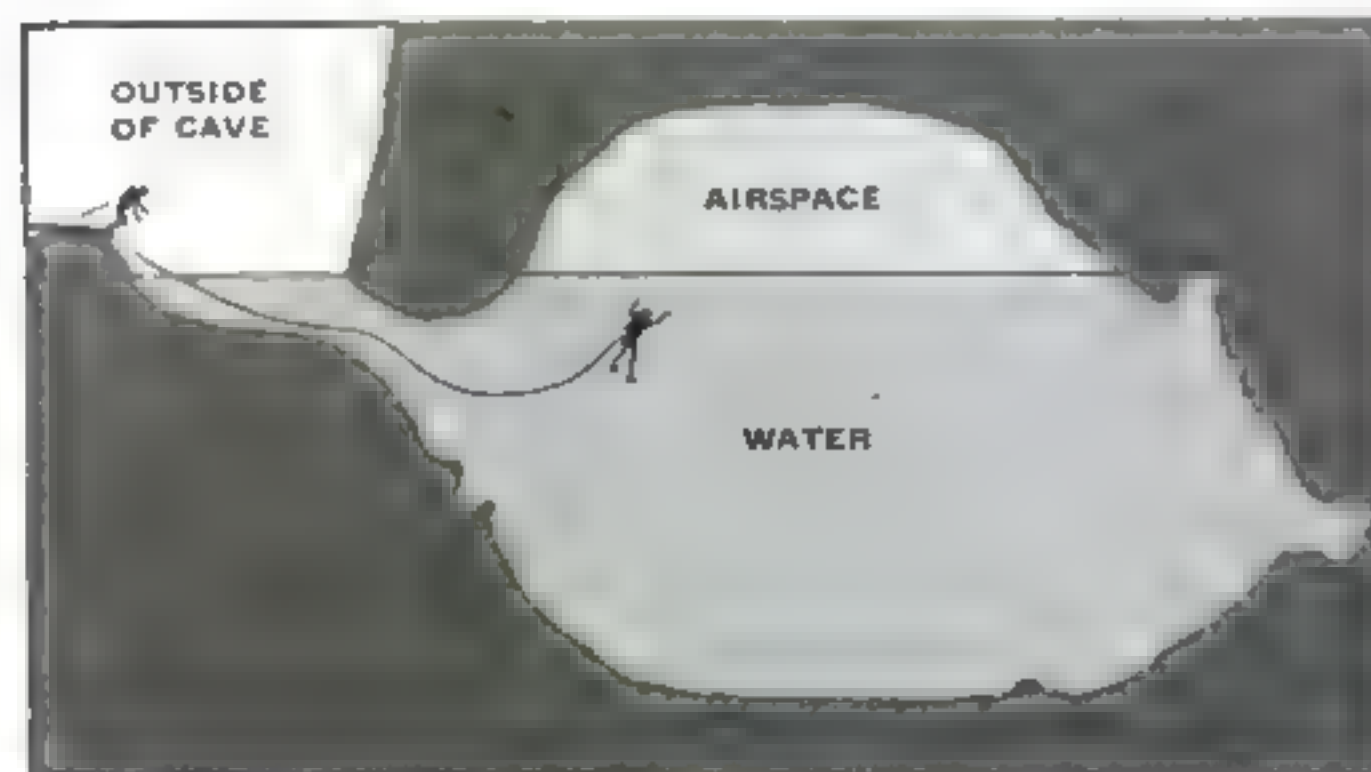


**Largest selling men's talc in America**

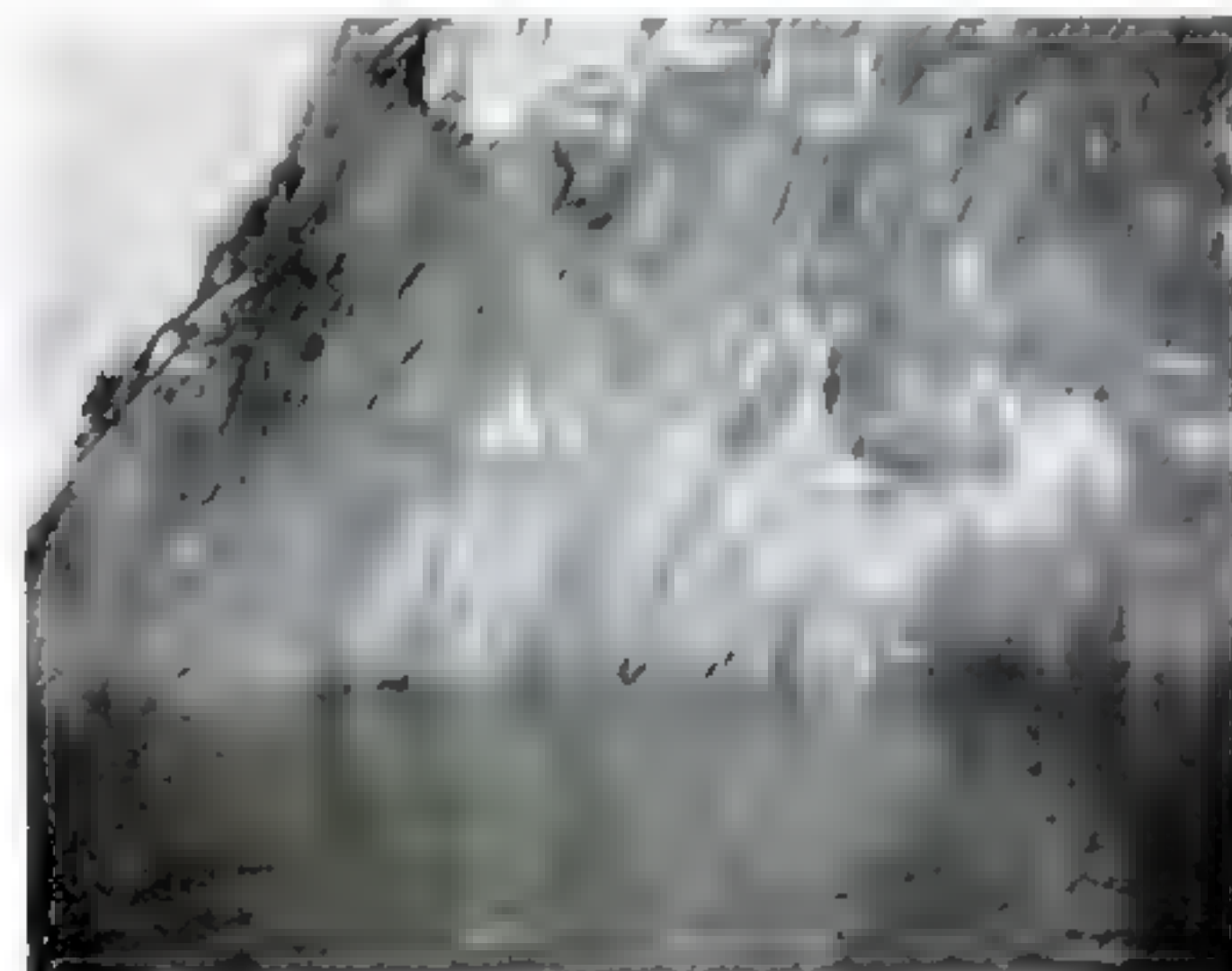
## Hidden Cavern CONTINUED



**JON SPLASHES IN** dressed in a rubber suit to keep out the cold. His associates on shore pay out a long nylon safety line which is tied to his waist.

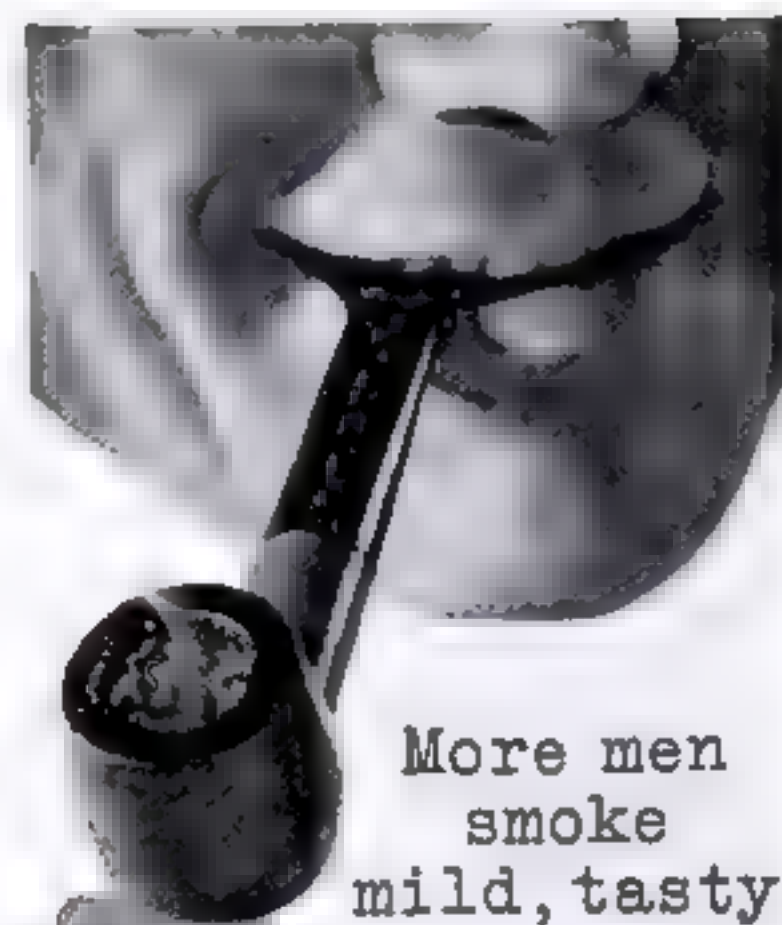


**HOW CAVE WAS REACHED** is shown in diagram. The submerged tunnel leads down through rock from the outside lake into the hidden cavern itself. The air chamber is about 75 feet wide and 40 feet high. The water in the cave is at least 120 feet deep; Jon dove that far down without touching bottom.



**JON'S PHOTOGRAPH** of cave's interior, blurred because drops of water seeped onto lens, shows stalactite-covered walls rising from water's surface.

**CONTINUED ON PAGE 132**



More men  
smoke  
mild, tasty

# Prince Albert

than  
any  
other  
smoking  
tobacco



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Maybe you can



# RETIRE SOONER

than  
you  
think!



*How a Travelers Personal Retirement Plan  
can help you cut years from your working life!*

THERE ARE, of course, men who enjoy their jobs so much that they'd willingly go on working forever.

Others feel rather differently about it. They, too, may be quite happily employed. But there are so many things they'd like to do—for which they have no time now—that they don't want to wait until 65 to retire.

If you'd like to bring your day of retirement forward, here's something you should look into. See your Travelers agent and ask him to tell you about the guaranteed Retirement Plans offered by The Travelers.

He'll sit down with you and figure out each contributing asset you already have towards a retirement income. How much will your Social Security benefits pay you? What will your company pension plan bring in? What other income can you count on—from armed forces or civil service benefits, for instance?

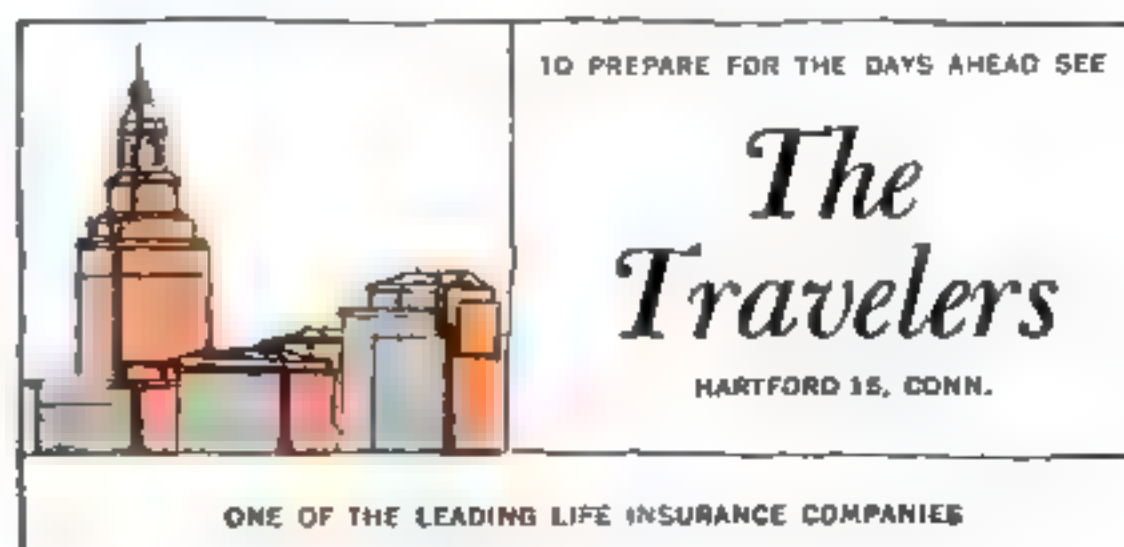
The chances are that you'll find, once all these sources of income are added up, your future is better taken care of than you expected. And you'll be surprised how little a guaranteed Travelers plan costs to provide the *additional* dollars needed for the kind of retirement you want—at an earlier age than you dared consider.

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plan your Travelers man works out, you'll be saving systematically—and at the same time protecting your family with Life insurance during the years your children are most dependent on your earnings.

When your day of retirement comes, the cash value of your policies—which has been increasing year after year—will be paid to you in a lump sum, or as regular income for the rest of your life.

Why not get together with your Travelers agent or broker and let him make a Travelers Guaranteed Retirement Plan for you? If you'd like the name and address of your nearest Travelers man, just drop us a line.





for the time of your life...go

*After Six*  
BY ROBERTSON

**ORLON BLEND**  
Untold luxury in Orlon-rayon blend dinner jackets with "Stain-Sky" finish! Smooth, silk-like, stain and wrinkle resistant. A classic of "AFTER SIX" tailoring. Single or double breasted models. **\$29.50**

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Comberbund & Tie Sets—choice of patterns.

WRITE FOR FREE DRESS CHART "L" AND NAME OF NEAREST DEALER • BIRD SUNWEAR, INC., PHILA. 3, PA.



**MOUTH OF TUNNEL**, all that could be seen from outside cave, is jagged archway set in clifflike bank of lake. Passageway angled down under this arch.



**HELPED OUT** of the tunnel by his friends after visit to cave, Jon Lindbergh hangs onto safety line. Aqua-lung furnished air for half hour under water.



**SAFE ASHORE**, Diver Lindbergh emerges dripping from the waters of the lake. A marine biology student, he is now a junior at Stanford University.

**A CANDY THAT'S SO**  
*Wonderfully Different!*

• PURE • WHOLESOME •  
• DELICIOUS •



**Bunte DIANA**  
*"Stuft" CONFECTIONS*

THIN CRISPY SUGAR  
SHRILLS, "STUFT" WITH JAMS, NUTS,  
AND MARMALADES

Only the Best Candy is Labeled *Bunte*

**Bennett's Chili Sauce**...the real "home-made" kind!

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Says "NIX TO HARD WORK"  
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By a **PROFESSIONAL RUG CLEANER**  
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Special Ingredient Works Quick—No Pain!  
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- Rugged plastic case
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**\$145**  
(less batteries)

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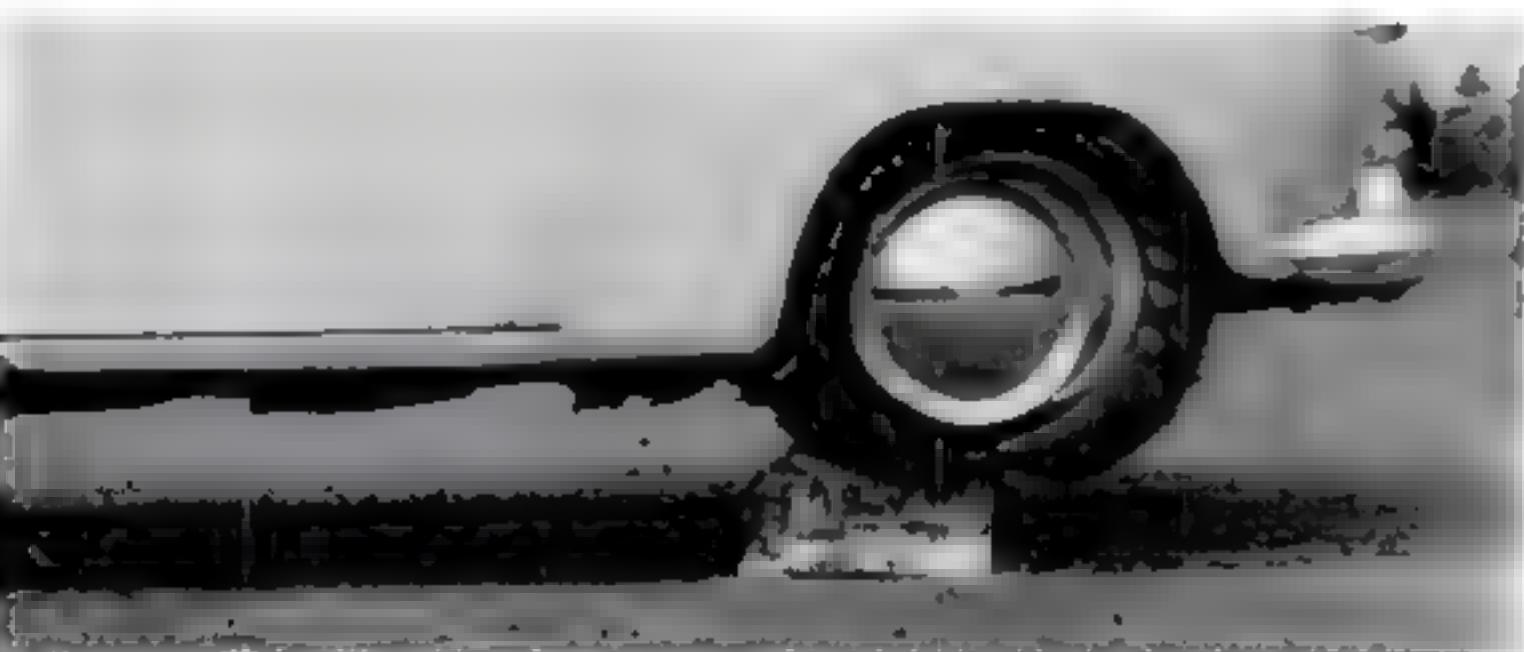
—unconditionally, against all damage resulting from corrosion of its parts. We will repair or replace. Send with 25¢ for mailing and handling.

**BRIGHT STAR** BATTERIES  
FLASHLIGHT & PHOTOFLASH  
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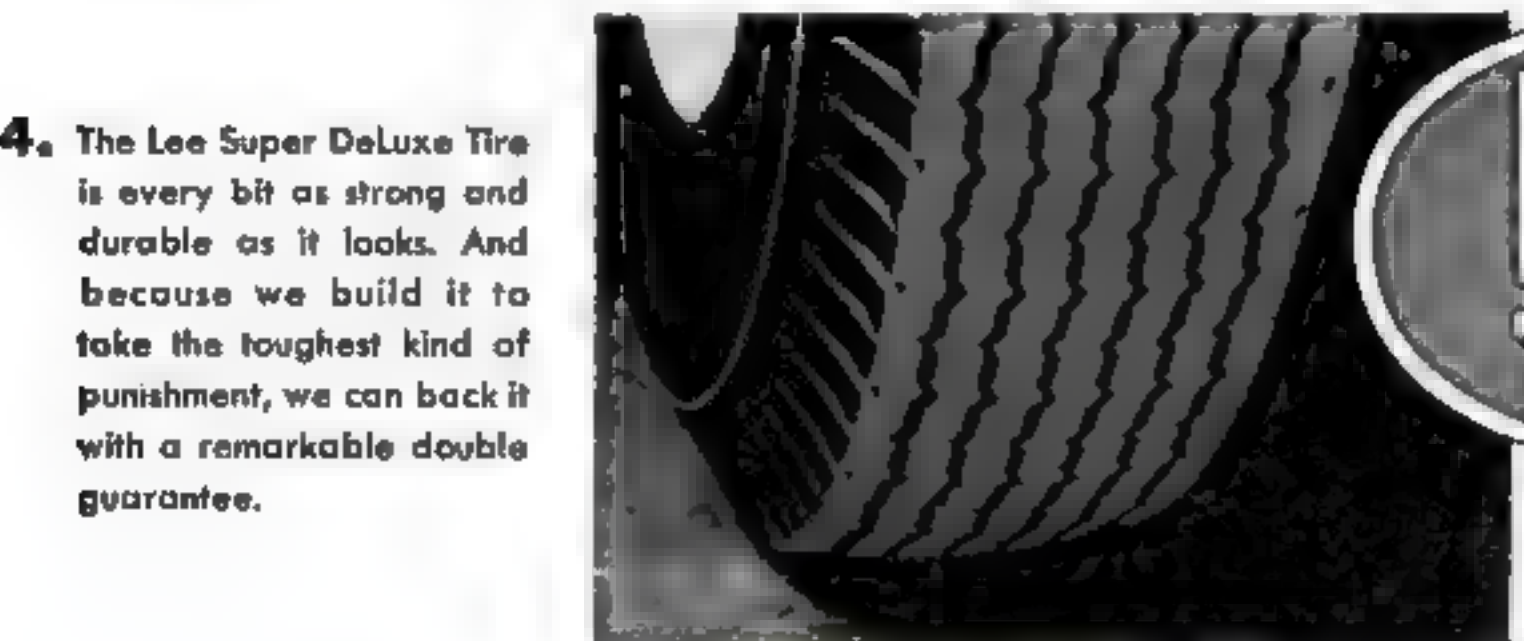
1. Pictures taken by an independent automotive testing organization show what can happen when a tire hits a road hazard—in this case a cinder block.



2. The Lee Tire is taking a terrific beating. Notice that as a result of the force of the impact, the hub cap has started to fly off. The cinder block has been spun around as the tire rides up on it.



3. As the tire bounces back onto the road, it leaves the cinder block smashed to bits. Wouldn't you like to have tires guaranteed against road-hazard damage on your car? You can . . . at no extra cost.



4. The Lee Super Deluxe Tire is every bit as strong and durable as it looks. And because we build it to take the toughest kind of punishment, we can back it with a remarkable double guarantee.

# LEE TIRES

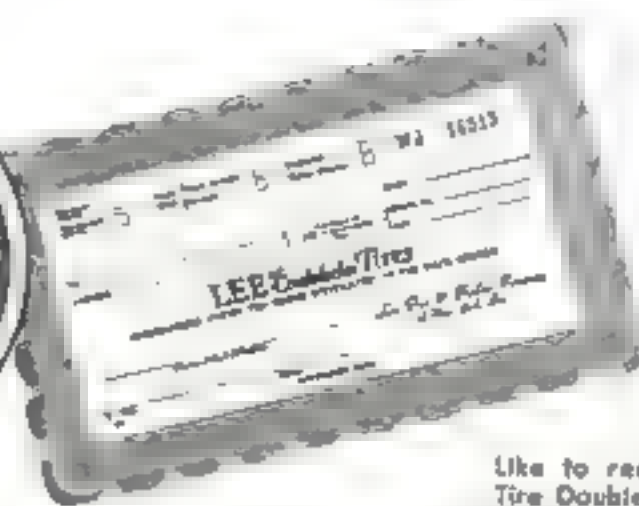
## are guaranteed to take it

Even though Lee Tires cost no more than ordinary tires, they are built so extra strong, so extra durable, so extra safe that we can guarantee them against all road-hazard damage.

**The Lee Guarantee.** Lee Super DeLuxe passenger car tires carry a *written* double guarantee. We guarantee them for life on quality of materials and workmanship. And we further guarantee them for 15 months against road-hazard damage of any kind, including *cuts, bruises, impact breaks, blowouts.*

We can do this because enough extra stamina is built into Lee Tires *before* they hit the road to enable them to take more punishment *on* the road. Whatever the driving conditions, you can ride with confidence on Lee Tires—the double guarantee is based squarely on the extra strength that protects your safety.

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IN 1892, BEFORE FIRST CAR, HENRY USED A BICYCLE

# A NEW LOOK AT FORD

His own photos re-create an odd, great man

Throughout his remarkable life Henry Ford was a whimsical man. He sent a peace ship to Europe and he collected spinning wheels. He kept Thomas Edison's dying breath in a bottle and he almost ran for president. But though he always managed to keep in the public eye, he also remained closemouthed about his personal life. This month, as part of the Ford Motor Company's 50th anniversary celebration, the founder's heirs opened his private papers to the public and revealed another of Henry Ford's magnificent whims.

All his long life, it appeared, Ford had saved absolutely everything. In shoeboxes, old desks, basements, bureaus, without system or order, were 60-year-old grocery bills and ancient rent receipts, letters from crackpots and U.S. presidents, tickets of railroads he had ridden and records of railroads he had bought. Shoved into files was all his company's correspondence, from huge recent operations back to its first tiny payroll. And mixed in all this were thousands of photographs, most of them—like most of those on these pages—never published anywhere. For two years expert archivists have been sorting this enormous collection onto 5,000 feet of shelves at Fair Lane, Ford's Dearborn home, where they are classifying it for scholars, economists and authors. When these have finally examined this rich documentation of the past 50 years, some U.S. history may be changed—and with it some impressions of a strange and brilliant man who may have been joking when he said history was bunk.



IN EARLY CAR built when he worked for Detroit Automobile Co., Ford grasps tiller. Company changed name to Ford, went bankrupt, then became Cadillac Motor Car Co.

A bore  
is a fellow who  
opens his mouth and  
puts his seals  
in it

one of the worst  
job jobs is the  
professional Pal!  
Bip

He took misfortune  
like a man  
blamed it on his  
wife

the worst service one can  
be called on to get off from  
Banks

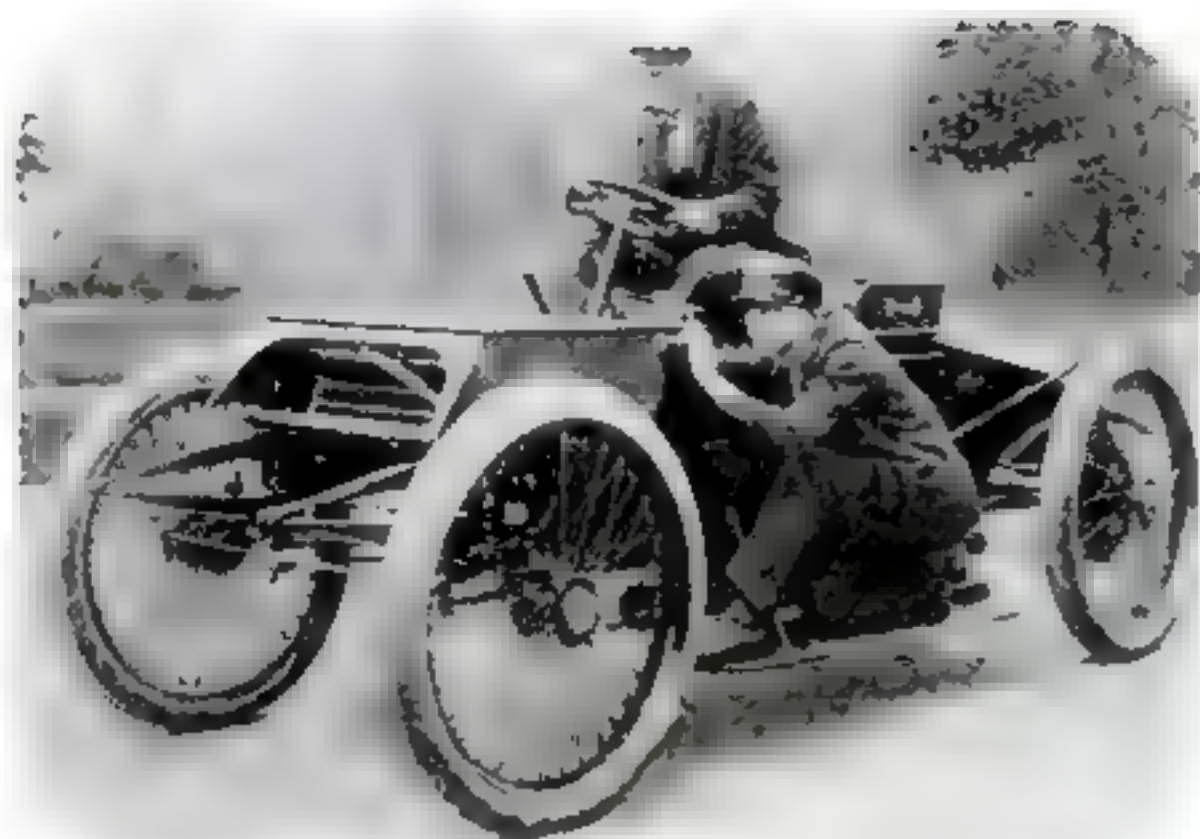
Don't find fault:  
find a remedy:

Sails begins on  
the drawing board

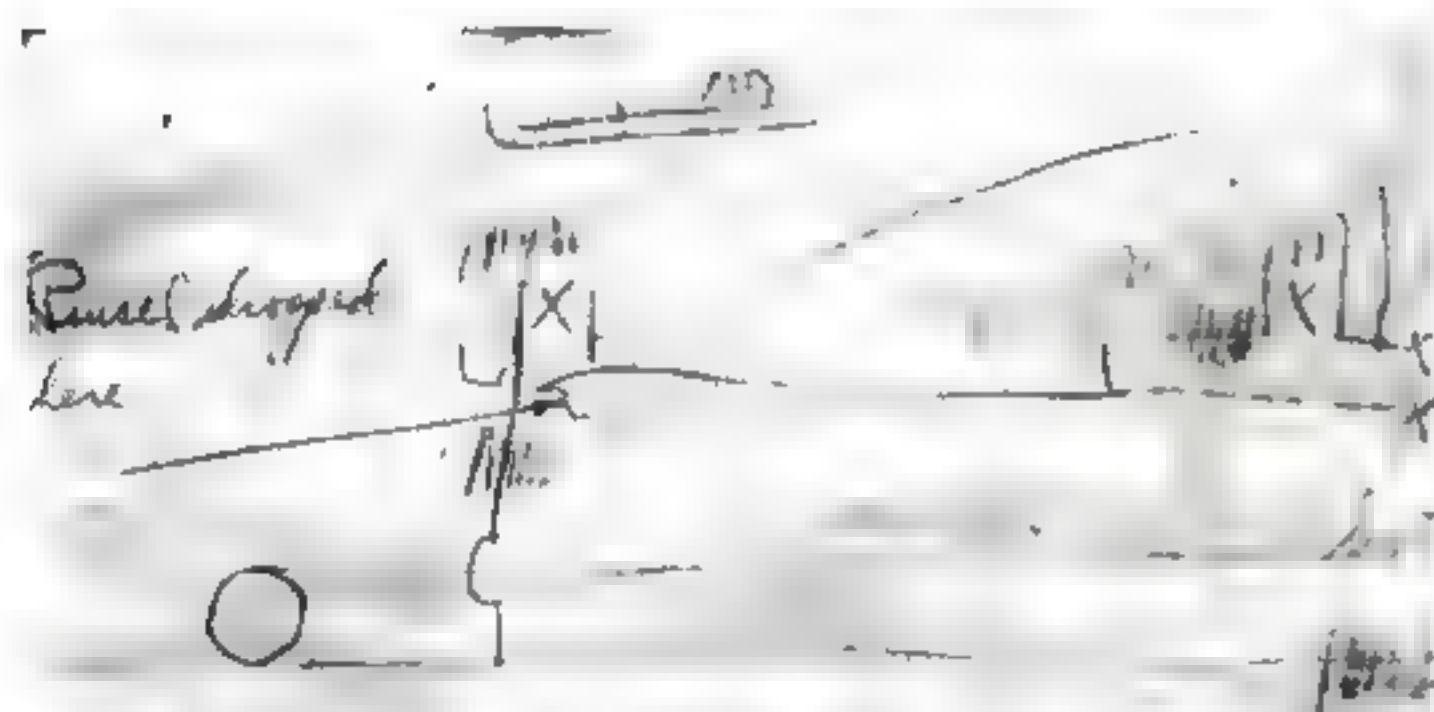
no stock holders  
money the root  
of all evil

FORD JOTTINGS, badly spelled and scrawled on hundreds of notebooks and paper scraps, consist of laconic comments and serious thoughts like "must find way to make milk."





IN RACING FORM Ford and Spider Huff pose for their victory picture after winning race with Winton.



El Huff's last sketch

SPIDER'S LAST SKETCH—he died doing it—was pasted on the back of Spider's picture (top). Ford noted "pencil dropped here."



ACROSS THE CONTINENT over bad roads Model T placed first and third in 1909 New York-Seattle race.



WITH SPIDER HUFF CROUCHED OVER THE FRONT WHEEL (LEFT) TO PUMP

## HENRY TRIED ALL

Henry Ford had a knack of seeing one jump ahead of the next man. Though the pictures in the archives dutifully record the triumphs of his first assembly line, his Model T and his still-incredible River Rouge plant where iron ore is turned into autos in an almost uninterrupted process, they also record his failures. He built some early airplanes, one (below) as early as 1908, and gave them up. He built an Army tank and laughed fit to die when it flopped.

But he also had the knack of abandoning his failures immediately, and it was this that led him into auto racing in the early days. When his auto company was failing, he saw a chance for the pay-off in the racing game. "My company will kick about me following

FIRST FORD PLANE, POWERED WITH A HOPPED-UP MODEL T ENGINE, FLEW







THE GAS FORD AND THE "999" HIT 94 MPH ON FROZEN LAKE SAINT CLAIR

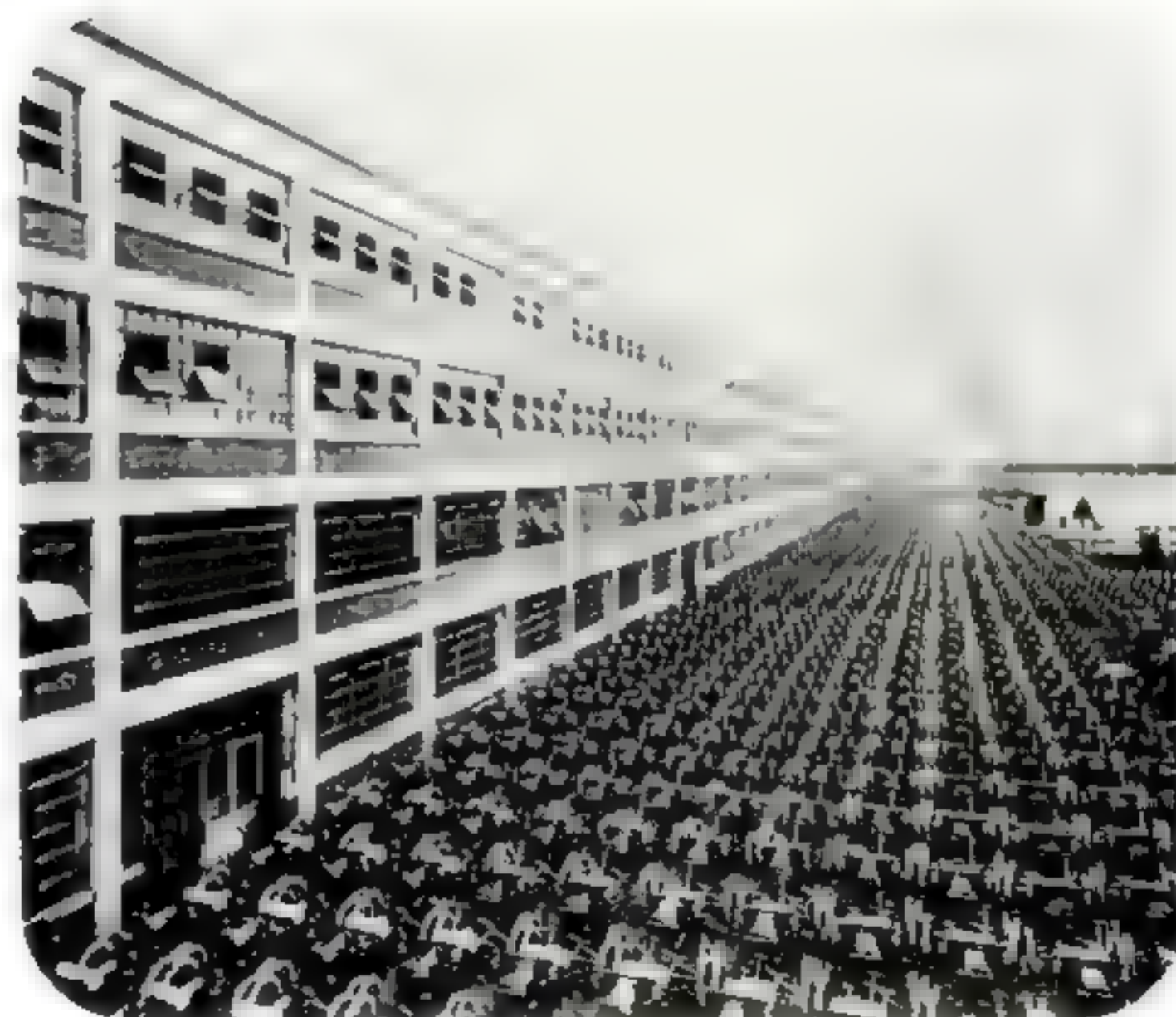
## SORTS OF THINGS

racing," he wrote, "but they will get the advertising and I expect to make \$ where I can't make ¢ at manufacturing." With his mechanic, Ed ("Spider") Huff, who in later years designed the first flywheel magneto assembly and was the only Ford employee who dared chew tobacco in his nonsmoking boss's presence, Henry had cooked up a 26-hp special and became a celebrity in the automotive world by beating the famous racer, Winton. Then he went on to build two then-enormous 80-hp machines, and in one of them, the "999" (above), drove a measured mile in 39.4 seconds on a cinder track on ice-covered Lake Saint Clair. This made Henry Ford and Huff, still riding as mechanic, the first men ever to drive 94 mph.

TO AN ALTITUDE OF SIX FEET IN 1909 AND FINALLY CRASHED INTO A TREE.



OFF THE ASSEMBLY LINE in its earliest days in 1913, a flock of Ford cars putter out of the plant to pose for the picture above.



ONE DAY'S PRODUCTION, 1,000 Model Ts in one eight-hour shift, lines up at Highland Park. Ford was already top U.S. car man.



"FLIVVER TANK," a failure, was tried in 1918. It had a Ford chassis and engine but also had trouble (above) crossing trenches.





1933



1934



1935



1936



1937

ONCE EVERY YEAR CLARA FORD POSED FOR THIS PICTURE, WALKING OUT ONTO THE TERRACE AT FAIR LANE AND LEANING AGAINST THE SAME SPOT ON THE WALL.

## THINGS LOOK UP

In the early days around 1893 when Henry Ford, tinkering with motors, was pulling down \$100 a month as chief engineer for the Edison Illuminating Company, life was pretty meager for Clara, his wife, and for Edsel, his baby son. Edsel, in a letter Ford saved, complained to Santa Claus about it. He said he had had no Christmas tree for four years in a row. Santa apparently lent an ear. Ford soon struck it rich and he



A YOUTHFUL BIG SHOT, Edsel, aged 13, drives a shiny 1906 Model N Ford down a street in Detroit, towing the sleds of four



CUTTING A CAPER in Atlantic City, Henry handsprings for Edsel. This was in 1905 when Henry was 42. He kept in shape and at 70 still liked foot races.

EDSEL AND MOTHER play on lawn at 58 Bagley Avenue in Detroit where Henry made first car. Picture was taken by Henry around 1895, when Edsel was 2.







1938



1939



1940



1941



1942

SHE WORE THE SAME HAT, DRESS AND SHOES, ARRANGED HER HANDS AND FEET SO CAREFULLY AND AGED SO LITTLE THAT THE PICTURES ARE HARD TO TELL APART

## FOR BABY EDSSEL

proved an openhanded husband and father. Clara, though always a modest woman, accumulated a lot of jewelry and dresses, and Ford had her picture taken every year for a decade in an identical pose (above). Young Edsel, Ford's only child, went in for snappy, specially built runabouts and propeller-driven ice boats. He was just 25 when he became president of the company then netting more than \$100,000 a day.



neighborhood kids. At this point the Ford company was three years old and already a success, but the Fords still lived in rented homes.



**CUTTING A FIGURE** on the ice of the River Rouge, Edsel fights for balance. He was a quiet man, never very athletic, and died in 1943, 4 years before Henry.

**EDSEL AND ROSE** appear in a portrait by a professional photographer. Henry, short of funds, permitted himself luxury of buying this and three other prints.

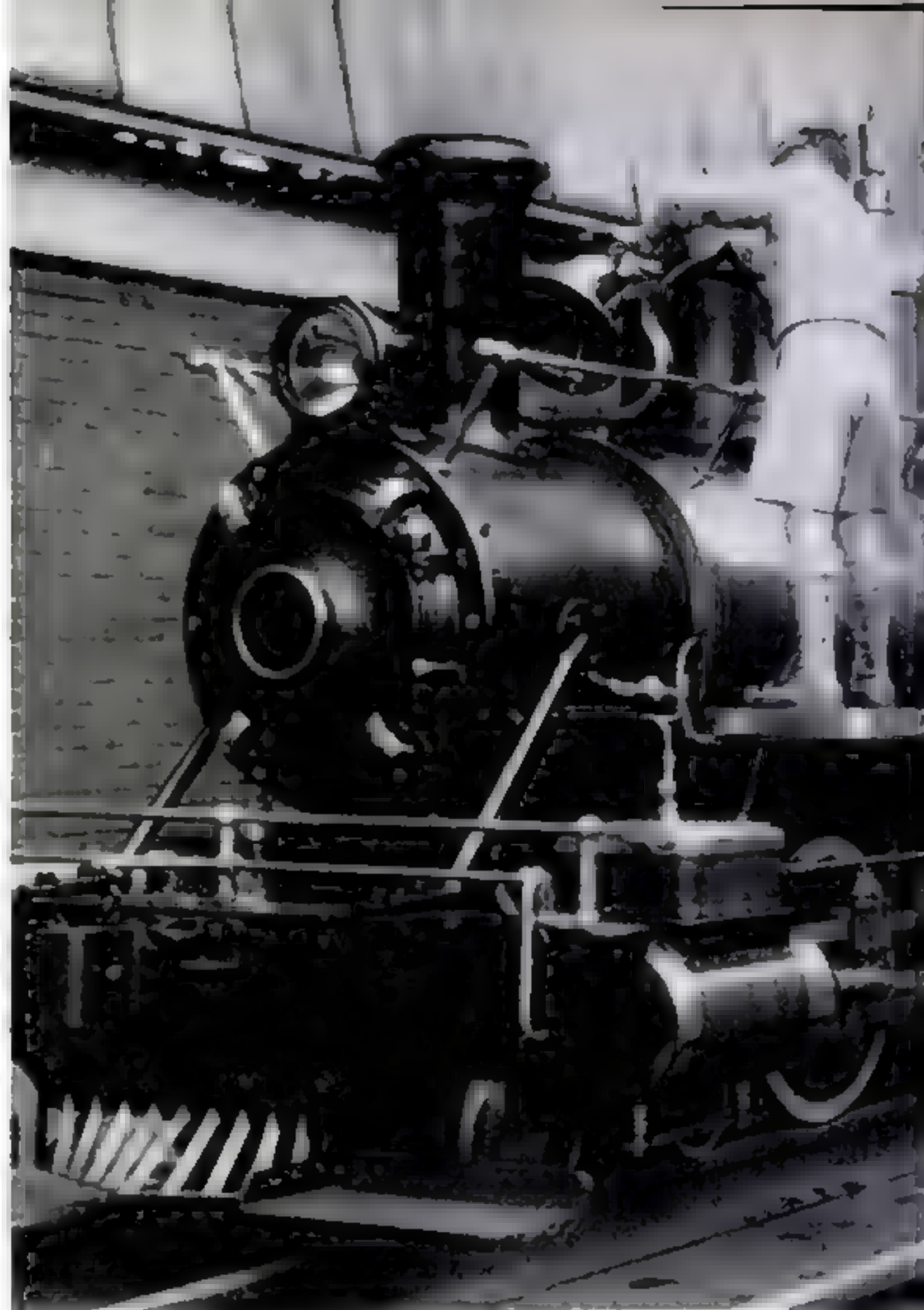




**SOWING SEED** as pony pulls at harrow, Ford's grandsons, Henry II, now the company's president, and Benson, worked hard in '21.



**MAKING HAY**, young Henry tends to raking and Benson packs the load while a patient team of ponies waits to pull the tiny hayrack.



**GETTING READY TO ROLL**, BENSON POLISHES BELL AND HENRY GETS

## THE GRANDSONS

Henry Ford always had a way with children. They pulled and tugged at him everywhere he went. He was delighted when his own grandchildren were born, and he lavished on them all possible care and affection. He saw to it that they always had toys that were fit for a king. Because he had a terrible fear of kidnapers, he arranged for the children to be guarded at all times. And although he himself had always disliked farming he felt it somehow was important that his grandchildren should appreciate it. He taught them how to

**SANTA CLAUS HOUSE** back in the woods behind Fair Lane was put up for children by Ford. It had a Santa Claus and real reindeer.



**THRESHING**, Henry, whose head shows behind driving wheel, and some friends supervise operation of a scale-model steam engine.



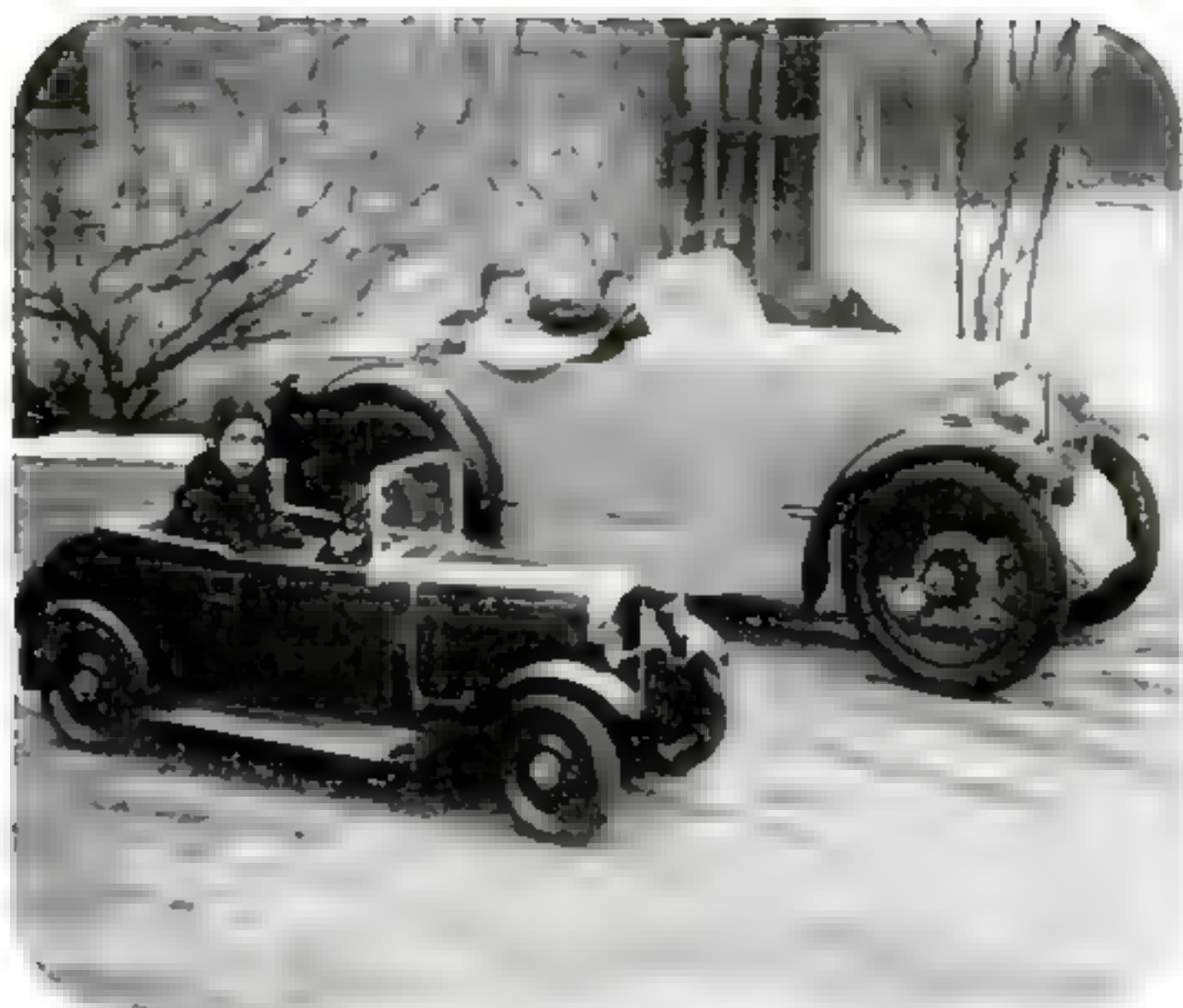


INTO CAB OF THEIR OWN LITTLE LOCOMOTIVE AT THE ROUGE PLANT

## GOT EVERYTHING

sow feed and make hay, and he set them up with elaborate miniature machinery so they could do the job properly. Henry preferred to live in Dearborn, but his son Edsel moved to more fashionable Grosse Pointe. All during the grandchildren's early years Henry used to go over to Edsel's house and almost steal them back to Fair Lane. There, because he thought it was something they should experience, he let them sleep in a hayloft. And there he helped them build a tree house where he sat alone sometimes when they were gone.

MINIATURE SLEIGH with Henry and Benson aboard is photographed by Ford at Fair Lane. He was an enthusiastic shutterbug.



IN THEIR OWN CARS the Ford grandchildren tour roads at Fair Lane. In smallest is Josephine. In British MG are Henry and Benson.



IN HIS SOLDIER SUIT, William Clay Ford, youngest of grandchildren, shoulders his gun at Fair Lane in 1929, when he was 4.



# HIS LIFE BEGAN AFTER FORTY

Henry Ford was a nobody up to the time he was 40 but by the time he was 50 he was rubbing elbows with the rich and the great of the world. The newspapers hung on his every word and he was always ready to sound off about something; he came out against smoking, divorce, modern dancing and Wall Street bankers, and he came out for square dancing, McGuffey Readers and world peace. In this golden age, presidents came to see him. He gave Taft a car. He rode through Detroit with Wilson. He visited Coolidge and was given a wooden sap bucket. Later he got, and saved, a nice wire from Coolidge who thanked Ford for not running against him for the presidency. Hoover came to Dearborn twice to dedicate bits of Ford's museum and Roosevelt asked him to dinner, but Ford, who detested the New Deal, refused to go.

Among this parade of presidents he was most intimate with Harding, who once sneaked away from Washington to join Ford on one of his camping trips. It was on these trips Ford relaxed the best. With his old friends—Industrialist Harvey Firestone, Naturalist John Burroughs, and his hero, Thomas Edison—Ford and his caravan toured the U.S. in high style, chopping wood, living in tents and talking to farmers. They kept this up until 1924, when they were all so excessively famous that they could not move for the crowds.



ON ONE FORD CAMP TRIP, FORD (LEFT) AND PRESIDENT HARDING (RIGHT)



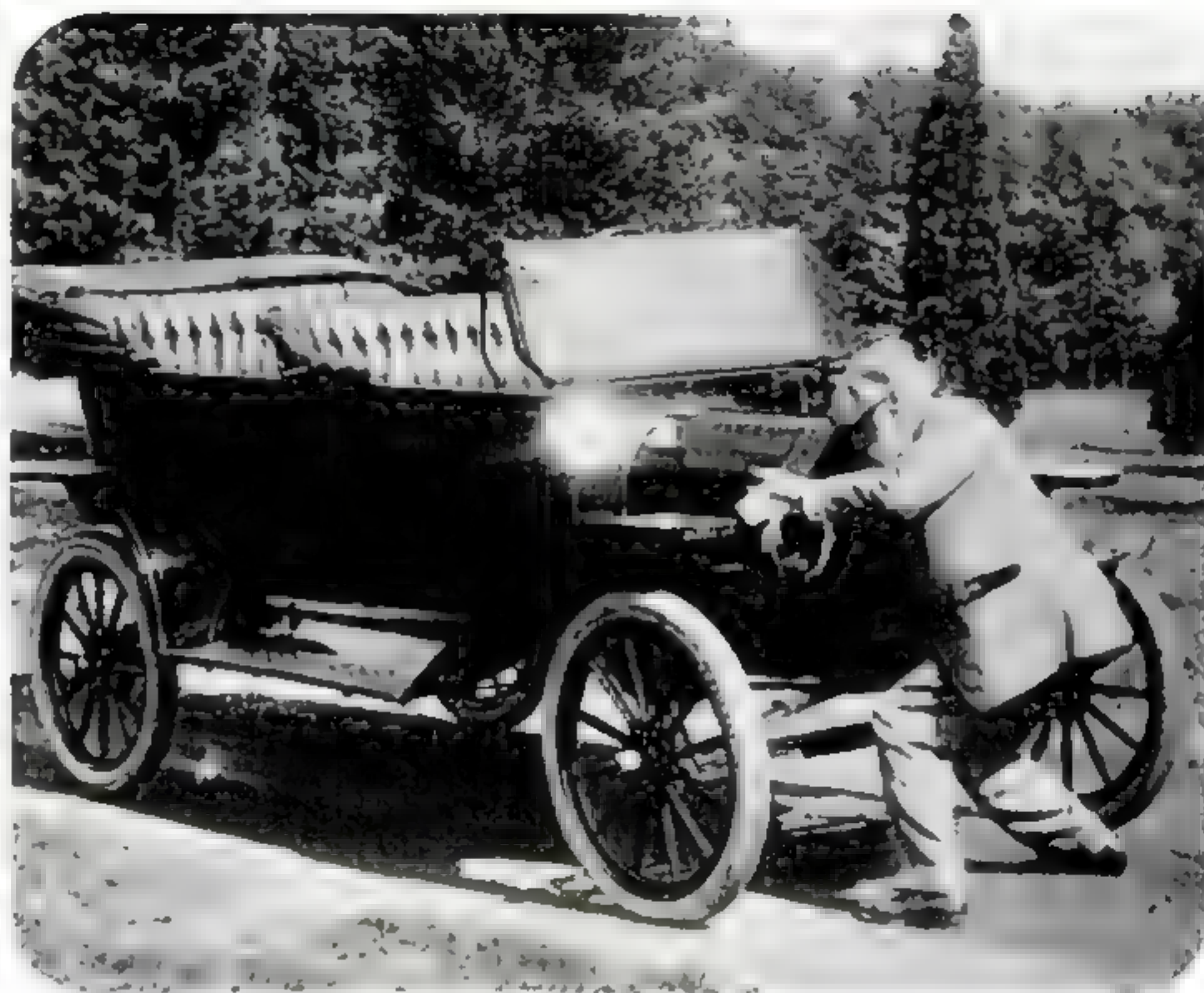
**MOMENT OF TRIUMPH** came for Henry Ford at the brand-new River Rouge plant. As Henry held his apprehensive grandchild in his arms,

a foreman (right) led a lusty cheer and the Henry Ford II blast furnace was declared open. This was in 1920, when Henry II was only three.





SHAVE WHILE THOMAS EDISON STANDS IN UNDERSHIRT



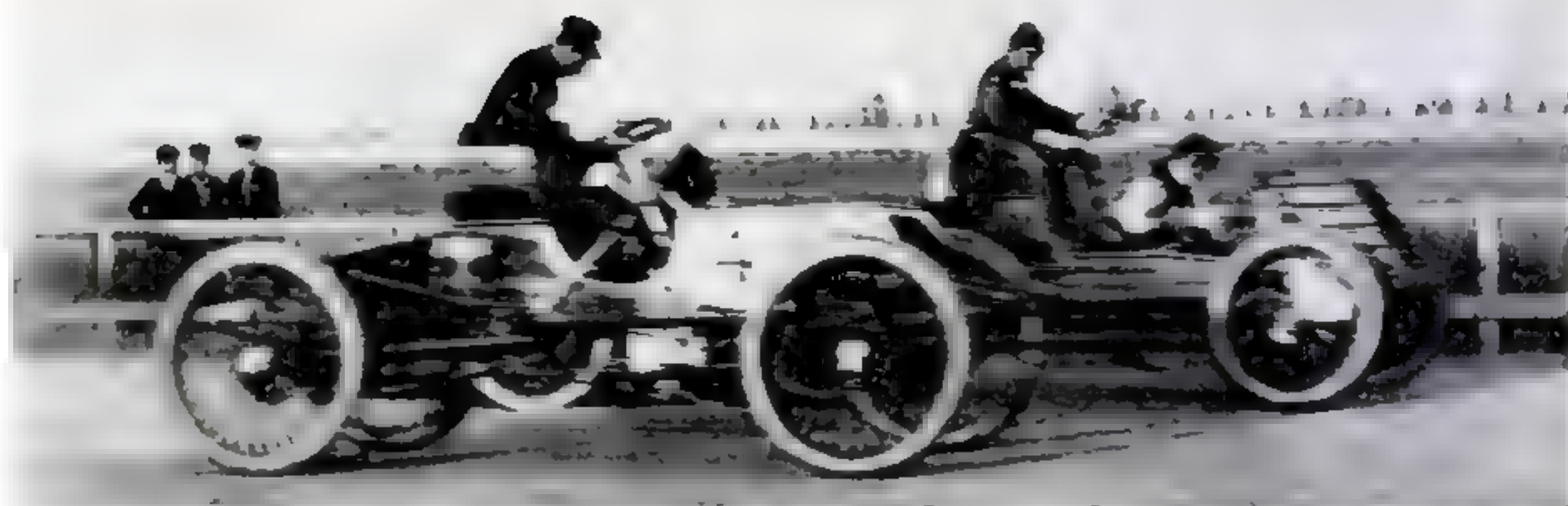
**BURROUGHS' DELIGHT** was a car given him by Ford which the naturalist here is cranking. To his friends' horror, Burroughs watched birds instead of the road, kept winding up in ditches.



**TIME OUT FOR REST** was taken by Ford when he sat on steps of his Georgia plantation, Richmond Hill in 1913. Shortly after, his health

began to fail and he retired to Fair Lane staying there until his death in 1945, still keeping a watchful eye on his beloved plant at River Rouge.





IN 1901 RACE, FORD (LEFT) STARTS TO PASS WINTON, THEN MOST FAMOUS U.S. CAR. THIS FORD VICTORY LURED EARLY INVESTORS

# How the Ford MONEY ROLLED IN

by SIDNEY OLSON

*The archives that have provided a revealing photographic look at the life of Henry Ford have also provided a revealing documentation of the fabulously successful early financial history of his company. This account and these pictures of the great bonanza are taken from a forthcoming book to be entitled The Life and Times of Henry Ford.*

NEVER had investors been rewarded so handsomely and so swiftly as were the 12 men who provided capital to establish the Ford Motor Co. at the turn of the century. There has been nothing like it since, and very likely there never will be again. Yet all but three of the lucky dozen who put up a meager \$28,000 had to be dragooned into it and guaranteed against loss. The three who realized that the market for the Ford car was bottomless were Henry Ford himself, a Scottish coal dealer named Alexander Malcomson and a Canadian management genius named James Couzens. Ford, of course, provided the car. Malcomson provided some of the money and the initiative that brought in most of the rest. And Couzens provided the shrewd management that got the company rolling along.

Coal Dealer Malcomson had migrated to Detroit from his native Scotland and had already made a small success in the grocery business before he got into coal and fuel. But he had a roving business eye, and his interests were constantly expanding in every direction. One of them was the horseless carriage. He was among the first in Detroit to own a shiny new Winton, the automobile everyone wanted in 1901. Alexander Winton was then the great man of U.S. autodom; he raced his own cars and beat all comers. So it was only natural that Malcomson would be out at the Grosse Pointe race track on

Oct. 10 to see Winton and his car perform. Seven cars were entered against Winton, and one of them was owned and driven by Henry Ford.

Ford's first racer was a funny-looking flatbed on wheels, steered with a two-handed tiller. But it won the day. Six of the eight starters dropped out and Ford finished the 10-mile race in 13 minutes 23½ seconds (46 miles an hour), a clear three-quarter-mile ahead of the great Winton's smoking monster.

All Detroit went wild. Young Mrs. Henry Ford wrote her brother in Louisville how men threw their derby hats down and stomped on them. But to Alex Malcomson the race meant something more; he instantly forgot his Winton, his coal business and his other enterprises. His faith was not shaken by the fact that Henry Ford had already suffered one failure in trying to get a company started. To Malcomson this was still a wonderful ground floor that he could get in on first.

That was how it began. Malcomson and Ford got together, and step by step over the next 18 months the energetic Scot invested faith and time and money in the project. Once again Ford tried to form a company and failed. Finally on June 17, 1903 a newspaper reported: "... a group of local men have organized the Ford Motor Company, capitalized at \$100,000. . . ."

Never did \$100,000 stand for less actual money. It was Malcomson who had bulldozed and cajoled and given personal guarantees to these stockholders. And they had actually pledged only \$49,000. Only \$28,000 of this was hard cash. Henry Ford had no money at all: he put up his model of a car, some 17 patents, and those two hands of his that could do anything with machines. He was allotted 255 of the 1,000 shares. Malcomson was given the same credit and allotment.

Malcomson's own banker, John S. Gray, paid in \$10,500 in cash

CONTINUED ON PAGE 147

FORD BACKERS WERE, FROM LEFT, BANKER LIVINGSTONE, COAL DEALERS COUZENS AND MALCOMSON. MAN AT RIGHT IS UNIDENTIFIED





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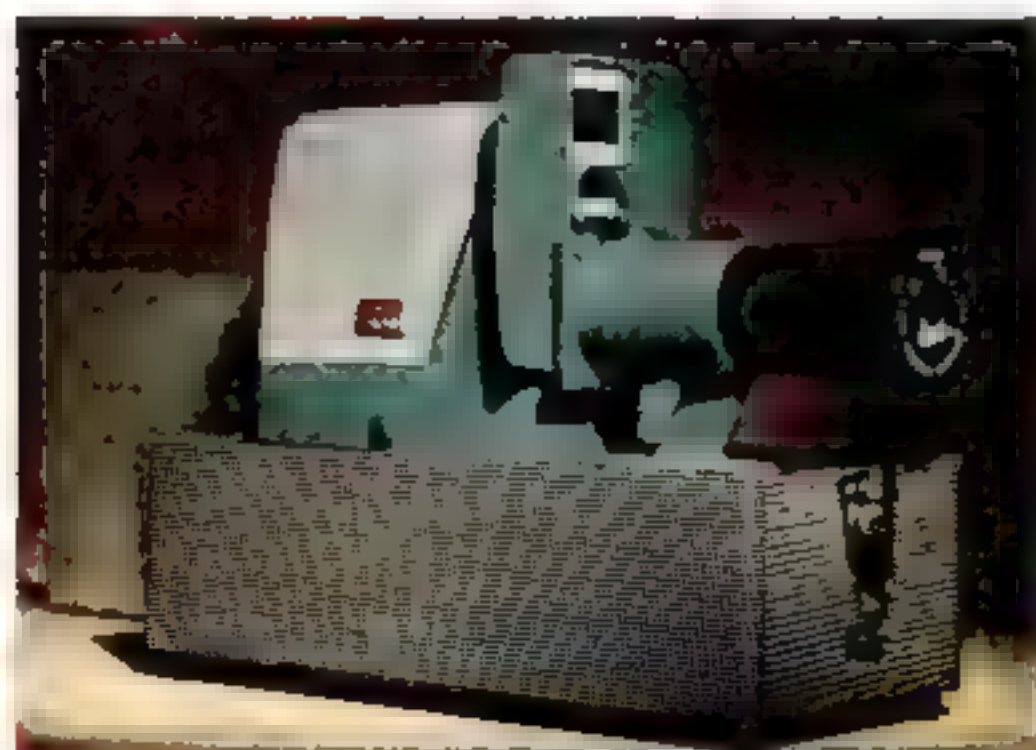




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WHERE IT ALL STARTED was this coalyard. Here Coaldealer Malcomson and other believers planned the backing of the Ford Motor Company.

## FORD'S MONEY CONTINUED

with the gravest misgivings and only on Malcomson's personal guarantee that he would get it back. He was given 105 shares and elected president, to give the little company some tone.

John W. Anderson and Horace H. Rackham each took 50 shares, Anderson paying \$5,000 in cash and Rackham paying \$3,500 in cash (he paid up the rest out of dividends in 1904). Charles H. Bennett, head of an air rifle company, signed a note for \$5,000. The Dodge brothers, John and Horace, each gave notes for \$5,000. They had double guarantees against loss. They were manufacturing the first order of 650 motors at a fat profit; if the company failed they had not only a prior right to payment but the right to keep the motors and resell them to other companies.

Vernon C. Fry paid in \$3,000 in cash after a struggle of many months with Malcomson and many a jouncing ride in Henry's car, and pledged another \$2,000, which he later paid out of dividends. Charles J. Woodall gave a note for \$1,000.

Albert Strelow, the builder who owned the Mack Avenue carpenter shop which Ford had chosen as the first factory site, was perhaps the most suspicious of all. He paid \$5,000 in cash for 50 shares, grumbled constantly about such wild ideas as building a second floor for the plant, and apparently never had a good night's sleep until he was bought out for \$25,000, five times his investment, two years later. (Strelow's case is the saddest of all: he put his \$25,000 into what seemed a more sensible investment, a gold mine in the great Klondike strike, lost it all, and years later turned up at the Highland Park employment office, seeking work on the assembly line.)

The new company was ready for business, and that was where James Couzens came in. Malcomson had hired Couzens to help manage his varied and complicated businesses, and Couzens had performed miracles in keeping the many books straight. Had it not been for Couzens, Malcomson would probably not have had enough liquid assets to invest in the Ford Company at all. Malcomson knew the budding enterprise needed a steady hand. And he knew that Henry Ford would not sit still for any paper work. So he proposed Jim Couzens as the watchdog-secretary and business manager.

Couzens did more than take the job. By scraping up all the money he could lay his hands on, including the loan of \$100 from his extremely reluctant sister Rosetta, he bought \$2,500 worth of stock, 25 shares. He was given a salary of \$2,500 a year; Henry's salary was set at \$3,000. The first workers appeared at the carpenter shop in April 1903.

Couzens' first checkbook entries tell the tale with simple drama. On June 16 the company had \$14,500 in the bank. This was the actual starting cash of the \$100,000-capitalized business.

The money rolled out swiftly. By July 1 there was only \$7,013.38 left. The balance dropped down, down, down—until, in 50 checks, young Jim Couzens had written away all of the money except for \$223.65. That was on July 10. The company had been in business only 24 days and its capital was almost gone.

Then came the turning point: July 15, 1903. A doctor named E. Pfenning paid \$850 for a Ford.

The tardy investors started paying in the money they had pledged, and by the very next week the balance rose to \$6,486.44. The cars began to come together under Henry Ford's hand and go out under Jim Couzens' hand. Six months later Henry Ford bought his first dress suit. He paid \$65 for it.

CONTINUED ON NEXT PAGE

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**ALMOST IN THE RED,** company was down to \$223.65 according to checkbook entry made by Couzens. When an investor paid in his \$5,000, balance started up again. Then it zoomed

## FORD'S MONEY CONTINUED

The first director's meeting of real importance was held on Oct. 13, 1903—four months after incorporation. Malcomson moved that a dividend of 6% per annum (on the capital stock of \$100,000) be paid forthwith. There was no dissent. This first dividend was actually \$2,000 in cash.

Next month a dividend of \$10,000 was declared. On Jan. 2, 1904 a dividend of 20% for the period since Nov. 15 was declared.

On June 16, 1904 the company was one year old. To celebrate, the directors declared a dividend of 68%, or \$68,000 in cash.

The dividends poured out pleasantly through 1904 and 1905, when suddenly Ford, Couzens and the others joined to dump Alex Malcomson. He had begun to worry about Ford's persistence in trying to build a light, small, strong and very inexpensive car. Autos, he was convinced, were a sport; they were toys of the rich, and the rich people wanted big, expensive cars. So he argued—and meanwhile he had begun to invest heavily in another automobile company. There was a short, sharp struggle, at the end of which Malcomson sold out.

The price of Malcomson's departure was high. For his original investment, which had actually totaled only \$7,000 when his various bills had been paid off, he now demanded \$175,000. But it was paid, with the help of Banker William Livingstone. Ford took all of Malcomson's stock and Jim was elected director and treasurer. Then came the Model T. The directors had to increase the capital stock of the company to \$2 million. This was done by handing out 19,000 shares free to the stockholders at the old par value of \$100 a share. Then they ordered that a dividend of 5% on the new capital stock be paid on the 25th of every month. This meant that every month of the year \$100,000 in dividends would be split up among 10 stockholders. That Christmas all one-year employees got a 5% salary bonus; all employees of two years or more got a 7½% bonus.

But by next July the money was coming in too fast for the routine 5%-a-month dividend. In October another extra 10% was declared. Couzens had already begun a policy of spreading the company's growing cash deposits in banks all over the country. The company was buying huge tracts of real estate all over the U.S. and abroad.

In July 1910 Ford's and Couzens' salaries were doubled, to \$75,000 a year. The dividends continued at 5% a month until 1911. An extra 15% was declared in February, an extra 40% in April, and then a new dividend rate was set: 15% each quarter. By July this was too small: an extra 30% was declared, and in December a good round 50% was declared, over the regular quarterly 15%.

But by May they were trapped in the flood of money once more, and Couzens declared a simple extra dividend of 100%, or \$2 million to be split up that month. They had to do it again in July. In April 1913, James Couzens reported that the company had cash on hand in 50 banks totaling \$12,554,199.58. Then in June the pressure became too great. This time a whopping 500% extra was declared.

But business was booming: in May they declared a 100% dividend, in June another 100%, in July another 100%, in October another 150%. Next May another extra 500% was distributed. On June 4, 1915, after 12 years in business, the dividend soared to \$48 million.

That fall came the split. James Couzens was 43 years old, the owner of a 900-acre farm in Bloomfield Hills, a breeder of registered



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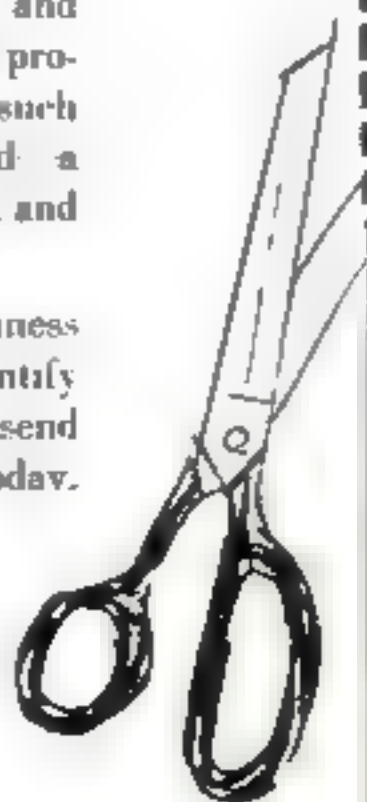
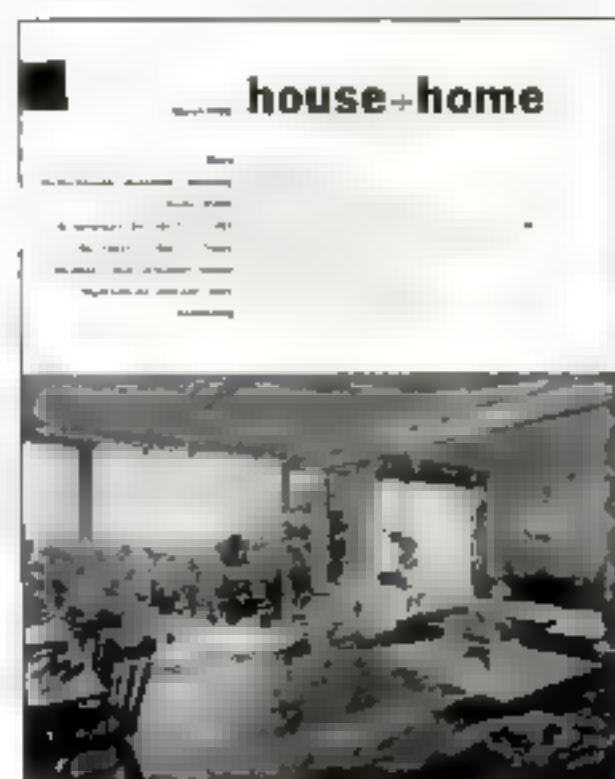
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**REFRESHES AND INVIGORATES!** Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of any nicks and cuts.

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**IT'S A GREAT UNDERARM DEODORANT, TOO!** Here's the ideal combination for a man's deodorant. (a) Bringing outdoor aroma. (b) A special ingredient to destroy bacteria that cause odor. Try it—tomorrow!

**Cools in Seconds... Soothes for Hours!**

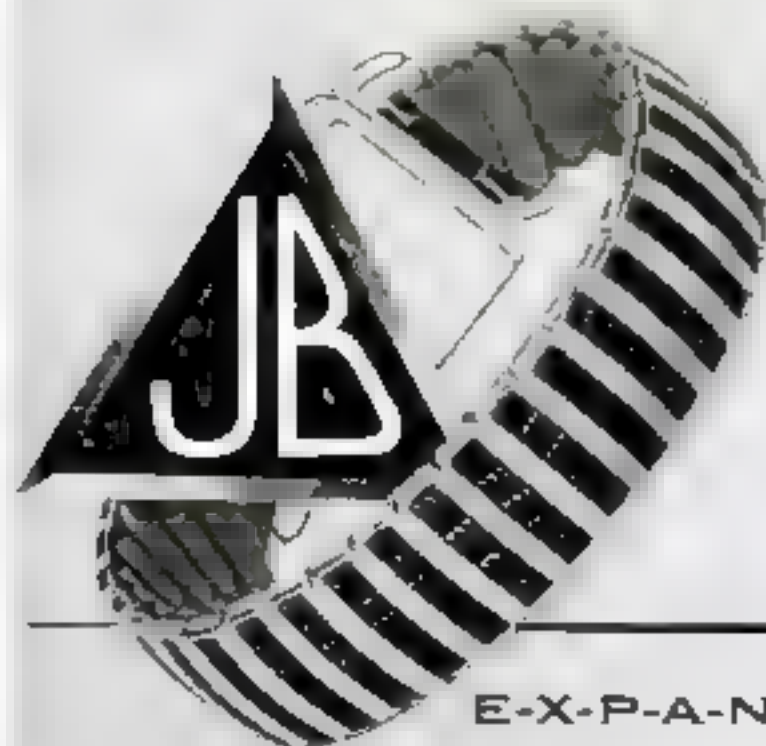


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**59¢**  
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**THE CHESTERFIELD**—Genuine alligator leather—inlaid panels, (brown, black or rust) yellow gold-filled, stainless steel backs, \$10.95 Federal tax included • All stainless steel, (brown or black alligator) \$8.95

Wherever fine jewelry is sold



**E-X-P-A-N-S-I-O-N WATCH BANDS**

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## FORD'S MONEY CONTINUED

Holsteins and far and away the most civic-minded man in Detroit. He had broken the spirit of the Detroit United Railway Company of the time, when they held out against city regulation, by threatening to put 1,000 Fords instantly on the street to ride the people "for free."

On Oct. 13, 1915 Couzens resigned. No one knows why. The likeliest surmise is that they quarreled over policy. This is easy to believe. Henry Ford had that fey, maddening genius that had driven many men besides Couzens to distraction. And Couzens was famous for his own idiosyncrasies. Strictly business from bump-toe shoes to derby hat, he also had one of the hottest tempers in Detroit. And it is said that when he smiled his annual smile the ice broke up on the Great Lakes. Whether it was a violent fight or a friendly disagreement, neither man said. They simply separated and dropped out of each other's lives.

We do know that in 1915 Henry Ford had finally begun to reveal his plan for an almost unbelievably gigantic expansion—the great move to the River Rouge, to Dearborn, where his heart lay. The frightened stockholders to the last man feared and dreaded this enormous and impossible dream. They thought Henry had finally become touched with Napoleonic ambitions. They also hated the thought of losing those wonderful extra dividends of 500%.

Then things got more complicated: the state of Michigan refused to permit the company to increase its capitalization to \$100 million. The stockholders, headed by the Dodge brothers, brought suit against Henry and Edsel Ford, demanding they be stopped from building on the Rouge, and that the company's vast surplus be distributed to the deserving stockholders.

Henry fought back shrewdly in one of the wildest financial maneuvers of the century. He resigned as president and took a train for California. There he told reporters that he was going to start a new company and build an even better car than the Model T to sell for as little as \$250. While headlines from this interview pounded on the stockholders' nerves, some smooth gentlemen from a Boston bank, the Old Colony Trust Company, began calling on them, offering to buy their stock—which might be worthless if Henry Ford carried out his threat. Only Jim Couzens held on long enough to be certain it was Henry Ford who was buying up the stock.

He sold at a very good figure. The total sale price for all the outstanding stock was \$105 million, of which Jim Couzens got about \$30 million. Henry Ford had to scrape to get up the money. Even the workers' tools at Highland Park were sold out of the toolboxes; the dealers were forced to take thousands of cars. But on July 16, 1919 the Chase National Bank sent a coded telegram to the First & Old Detroit National Bank. The telegram said, "Abacus floatage mitgeber mislodge Ford Motor."

Those famous six words were a prearranged code signal, meaning that the banks should release the money to the stockholders. Rosetta Couzens got \$260,000 for her original \$100 investment. Jim Couzens became mayor of Detroit and later a U.S. senator. The other stockholders took their money home, certain that Henry was on the road to ruin. In Delaware Henry and Edsel Ford reincorporated the company, and the size of dividends became private matters. But that Henry Ford knew what he was doing is easily shown: the total net profit for 1919, the last year of the stockholders' ownership, was \$42,856,382.51; the total net profit for 1921, only two years later, was \$93,106,284.42, more than twice as much.



**FORD'S DREAM**, and major cause of stockholders' sellout, was giant River Rouge Plant, here under construction. Started in 1915, it was ready for production in time to manufacture E boats for the U.S. Navy in World War I.





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## sun glasses

**Nothing saves your eyes  
from reflected glare  
like Polaroid\* lenses!**

Polaroid Sun Glasses save your eyes from blinding summer sun . . . road, sea, sand glare . . . because only Polaroid lenses eliminate dangerous reflected glare. You'll see comfortably in strongest sunlight without eyestrain or fear of "sun-blindness." Shatter-proof, glare-proof, Polaroid sun glasses—the *lightest-weight* sun glasses—make summer sports, sunning, driving more fun. You'll like the smart AO fashion frames, too, in new styles and colors. Get inexpensive, flattering AO Polaroid Sun Glasses . . . \$1.69 to \$2.98 . . . and be good to your eyes!

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**SERVING MOTORISTS EVERYWHERE**



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When you know your beer . . .  
It's bound to be BUD.





A CLOSE-UP VIEW OF FIRE SHOWS THE IMAGE AS IT FORMED IN THE FLAMES BURNING BRIGHT UNDER THE ARCH

## A GHOST IN THE ETERNAL FIRE

As they do every evening, a little group of French war veterans gathered one recent sundown under the Arc de Triomphe in Paris to rekindle the eternal light burning over the grave of the Unknown Soldier. The point of a sword was inserted into a bronze ring and spun. As the flow of gas increased and the little blue flame flared up, a white, ghostly face slowly

formed in the flame, stood clear for a brief second and then disappeared. In that instant a photographer took a picture of the fire, but he did not notice the face until after he developed and inspected his film. After publication, the picture drew numerous phone calls from readers who felt sure that the ghost of the Unknown Soldier of World War I had appeared.

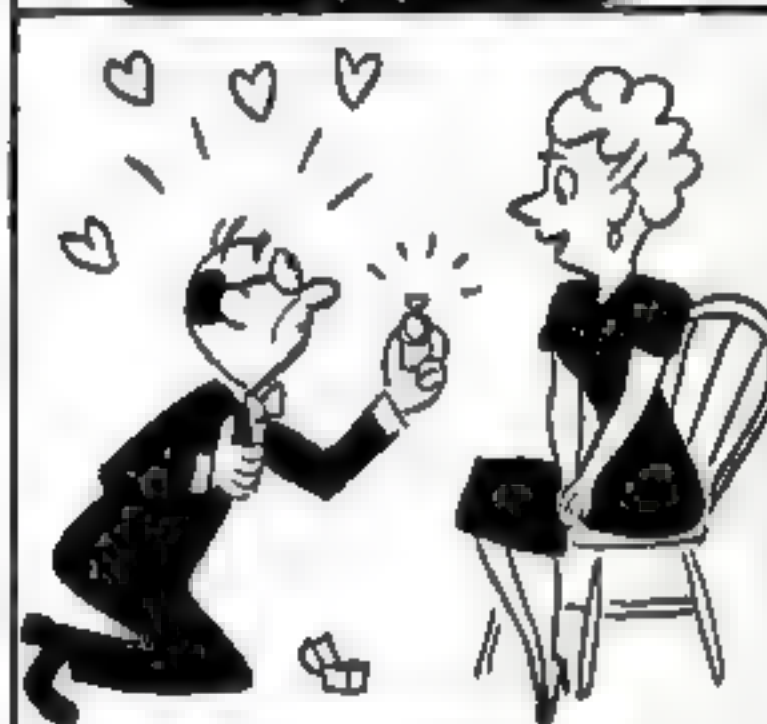


THE FLAME LIGHTERS were Generals Charles F. Hanote (right) and Etienne A. Rivet, who grasped the sword which turns up gas under the eternal flame.

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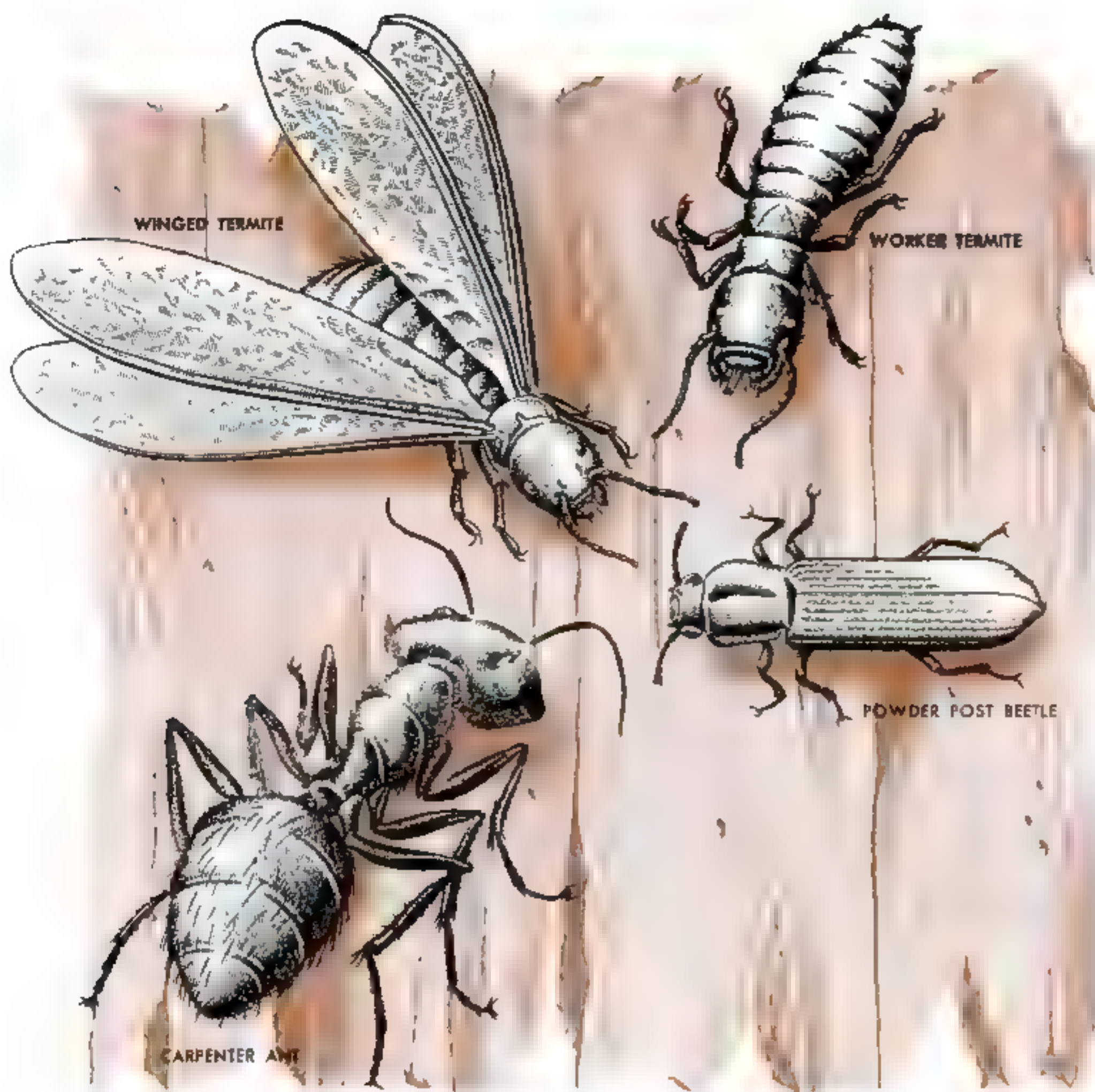


# NEW WARFARE

## Here are 23 worst house insects

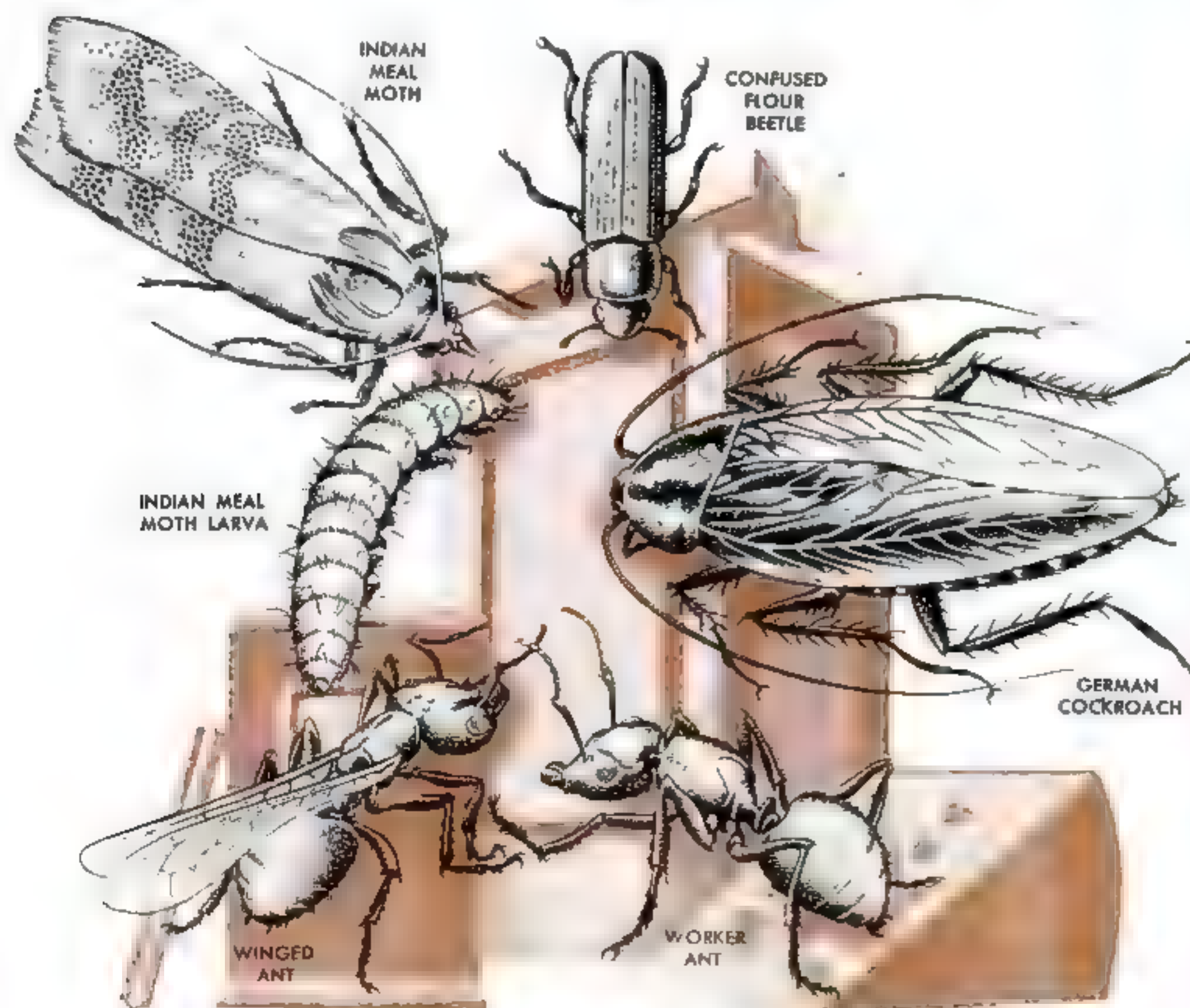
Insects have survived on earth for 250 million years and seem reluctant to be ousted by upstart man. So far he has not been able to wipe out a single insect species. During the war when DDT was first used, it was hoped that some of the 686,000 known varieties of bugs would soon be extinct. But by 1950 many strong flies and mosquitoes showed an unpleasant resistance to it which their offspring for generations will inherit.

Disappointed by the failure of DDT to prove the perfect bug killer, scientists have learned to use it selectively against some insects and to combine it with other chemicals which will get the insects DDT mussels. Meanwhile new products are being developed. Allethrin, a synthetic, is a good all-round insecticide. A wax with lindane in it kills bugs when applied to



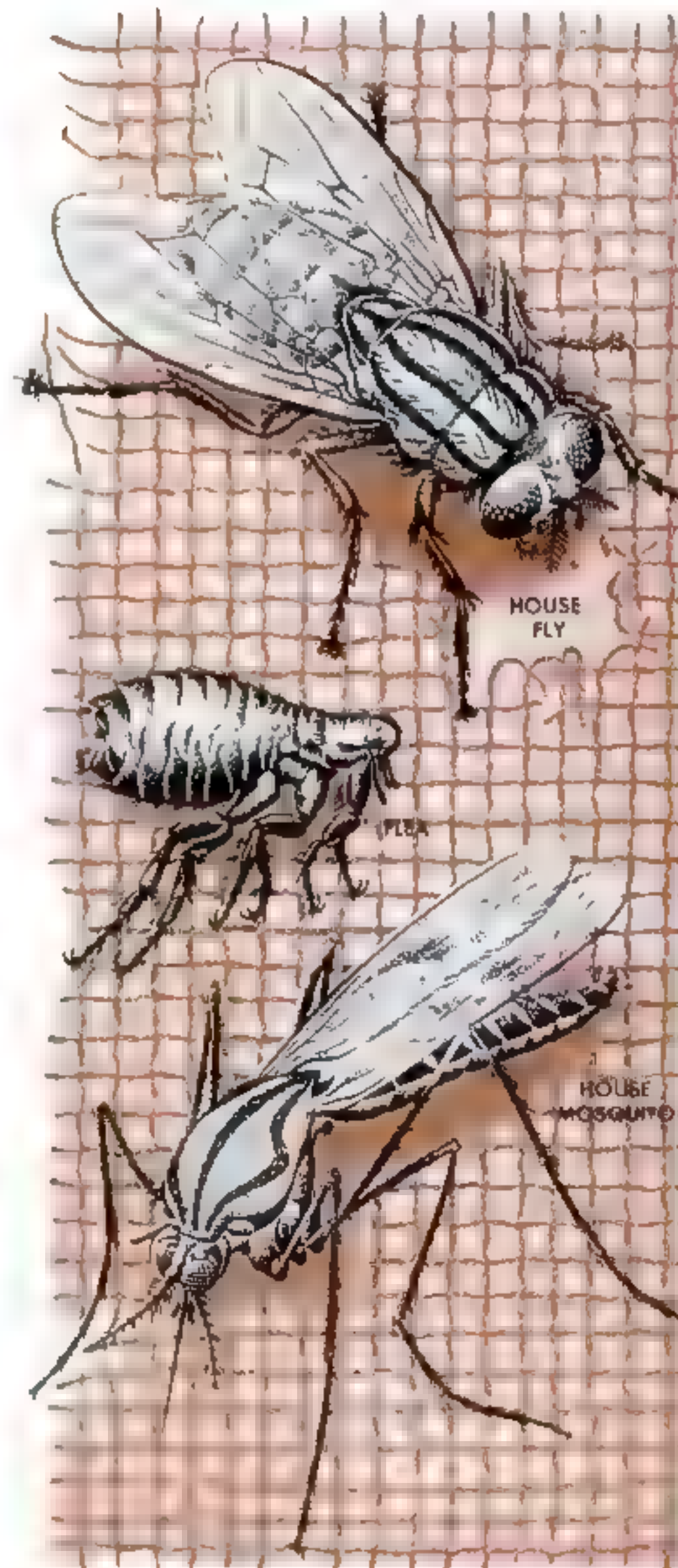
**WOOD-ATTACKING INSECTS** destroy houses, furniture. The termite is the worst of the lot. If winged adult is spotted (worker who does damage

rarely is seen), investigate all wood immediately. Powder-post beetle leaves telltale sawdust on floor. Carpenter ant tunnels in but does not eat wood.



**FOOD-ATTACKING INSECTS** cost U.S. householders \$150 million yearly. Larvae of Indian meal moth eat cereal products, nuts, candy. Confused

flour beetle infests flour, meal, spices. Ants and the German cockroach, common household roach, have no precise food preferences, sample everything.



**MAN-ATTACKING INSECTS** also attack animals. Hardest is disease-carrying housefly. Fleas, according to their kind, bite cats, dogs or people.

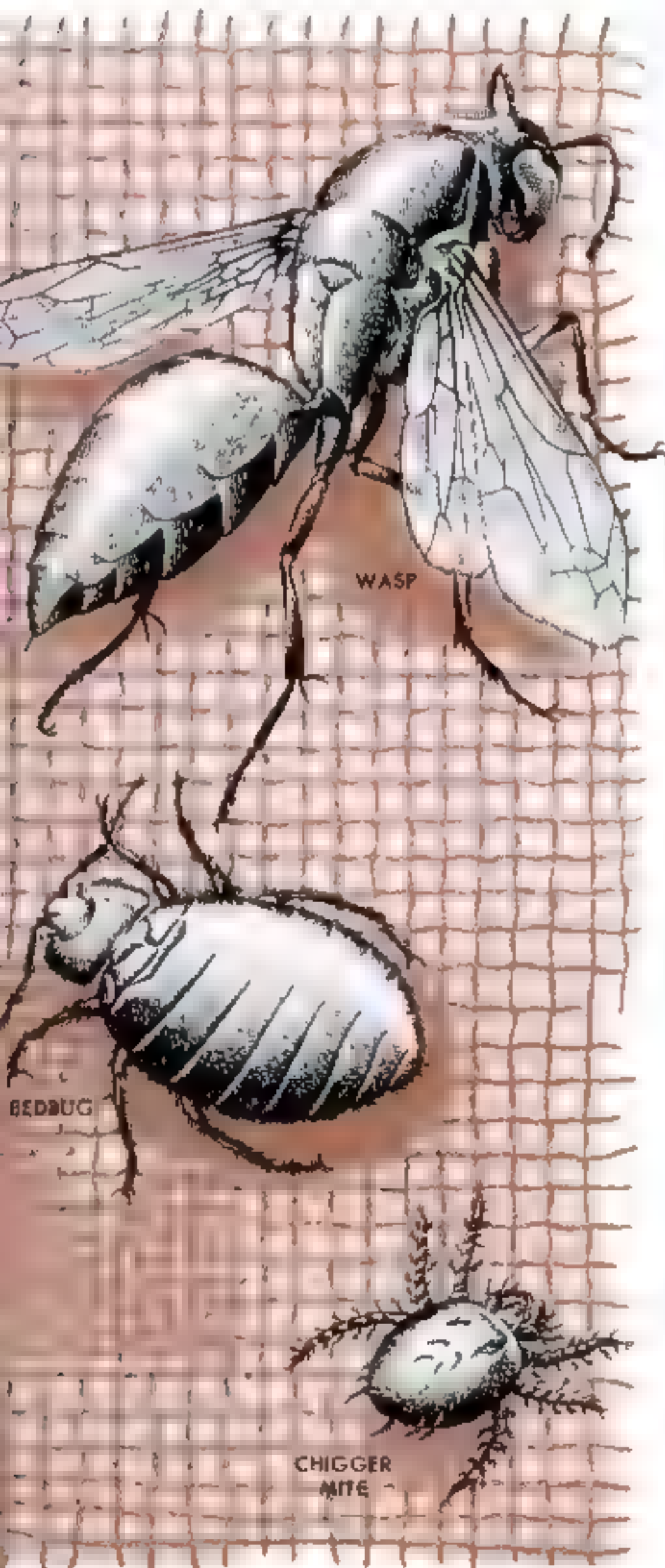


# ON OLD BUGS

## and ways to counterattack them

floors, window sills. EQ-53, added to the water when washing fabrics, mothproofs them for a year.

Unfortunately the concentration of people and industry in crowded centers in the U.S. has made living conditions so perfect for insects that they are a greater problem today than ever before, and especially during the summer. The 23 which are most widespread and numerous in U.S. homes, costing the country an estimated \$600 million and an inestimable amount of suffering, are shown here magnified but not in scale. On following pages are listed the latest scientific ways to counterattack these insects with lethal sprays, powders, waxes and synthetics. The very poisonous compounds which are unsafe for home use by amateurs have not been included in recommendations.

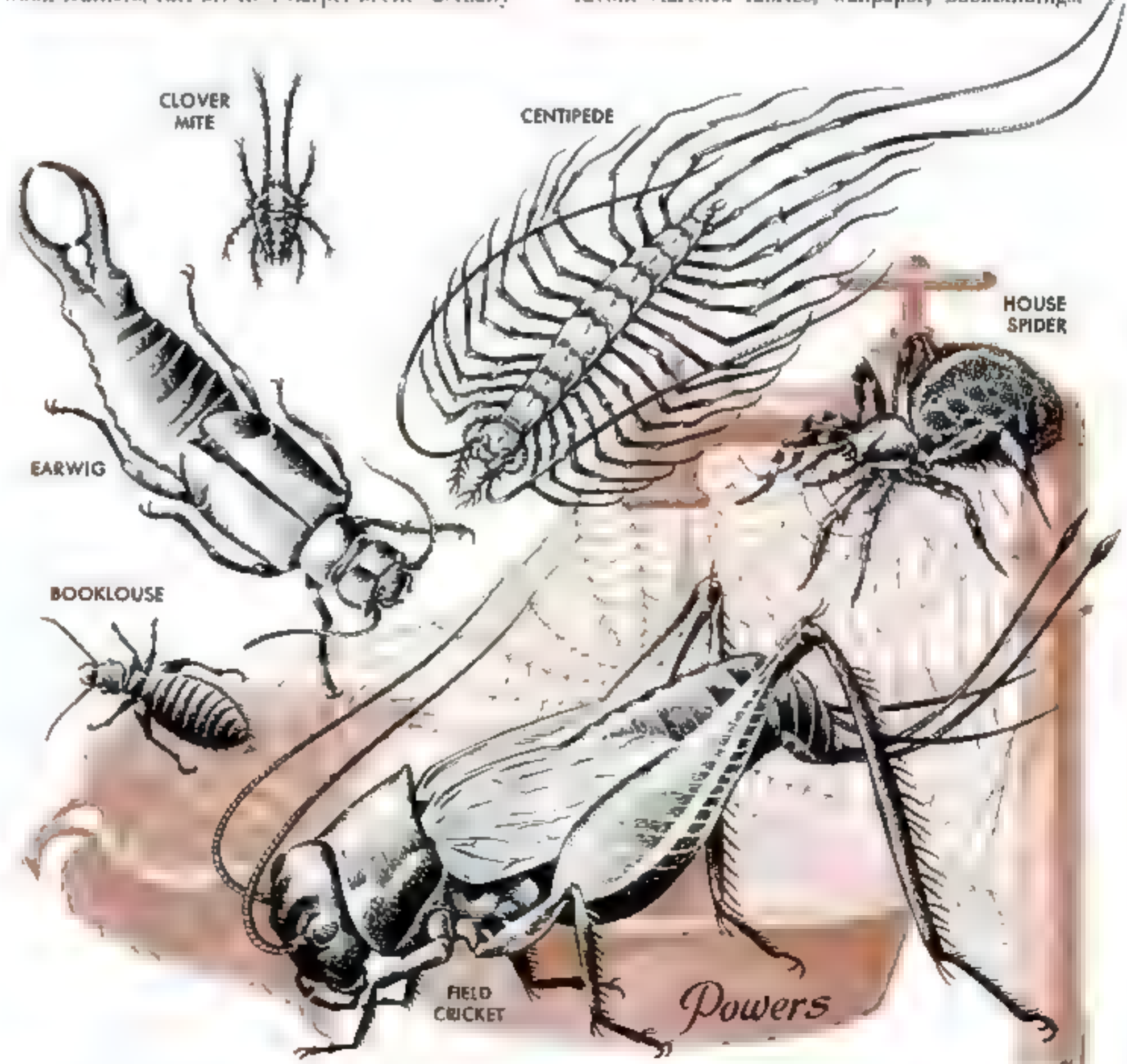


Mosquitoes, wasps sting indiscriminately. Bedbugs are easily transported; anyone can bring one home. The chigger or red bug gives man most itching bite.



**FABRIC-ATTACKING INSECTS** include universally known clothes moth, whose larvae attack wool, feathers, fur, bristles. Carpet beetles actually

do much of the damage blamed on moths. Their larvae eat more greedily, are tougher. Silverfish feed on rayon, starched fabrics, wallpaper, bookbindings.



**NUISANCE INSECTS** do little damage except to nerves. Thousands of clover mites sometimes infest a house. Centipedes are harmless but repulsive.

Spiders' webs are a chore to clean. Earwigs smell bad, are often found in kitchens. Booklice thrive on mold in books anywhere. Crickets nibble woolens, linens.



# Don't risk ROAD RAVAGE\* when HOT SUN PUTS YOUR CAR IN THE OVEN!



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New speedy method, developed by experts, now makes SIMONIZING easier. Actually takes only a few hours per year.

"Thin-Skin" liquid car waxes just can't protect your car's finish from summer sun. They contain so little real wax they can't resist the gritty action of traffic film and dirt. They fail to protect against scorching sun that makes fading, chalking possible.

Only durable SIMONIZ stops Road Ravage. Seals out\* dust, dirt, traffic film, road scum. And SIMONIZ gives a rich lustre that outshines any wax or polish!

So don't waste time and money on "Thin-Skin" liquids. Protect your car up to 6 months with SIMONIZ. Thousands find they can now SIMONIZ their cars in less than 2 hours. For complete protection all Summer—SIMONIZ today!



**IMPORTANT!** No matter what wax you use, it is essential to clean your car first. For best results use Simoniz Liquid Kleener. Faster! Cleans better. Makes SIMONIZING far easier!

**MOTORISTS WISE SIMONIZ!**

### Why "Thin Skin" liquid waxes can't stop ROAD RAVAGE



In a whole container of liquid car wax there is less than a spoonful of real wax—the rest is just liquid. No wonder they fail to give lasting protection and lustre! But Simoniz is not a liquid. Every can contains 100% tough, durable Simoniz. That's why it lasts so long—protects up to 6 months.



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## Insects CONTINUED

# USE OF PROPER CHEMICALS WILL KILL OFF THE PESTS

Though the insecticides listed here have only a slight toxicity for animals and people, they should all be considered poisonous, kept out of reach of children and pets and never stored with food or in medicine cabinets. To spray outdoor areas a knapsack sprayer with a two- to four-gallon capacity is convenient. A small hand sprayer is adequate for small areas. Keep sprays from direct contact with food. Buy products whose labels state separate percentages of the ingredients.

## WOOD-ATTACKING INSECTS

**TERMITES** are hardy. The colony queen lays millions of eggs, may live for 10 years. Ninety percent of termite control should be prevention. Householder should make sure house has proper drainage, have foundation inspected and clean out wood and trash around it. Chlordane is best poison to use if subterranean termites are found. Dig trench one foot wide, 15 inches deep, along foundations of buildings with no basements, twice as deep around those with basements. Pour gallon of chlordane water solution from sprinkling can into trench. Termites, which feed on wood but nest in the earth, will be killed while passing through the chlordane-treated trench. This trench method will be effective for three or four years. A bad termite infestation in a house requires professional help, can cost from \$100 to \$500.

**POWDER POST BEETLES** attack only well seasoned wood that is not painted or varnished. Spray infested wood with 5% solution of pentachlorophenol or DDT in kerosene. Repeat twice at six-week intervals. Afterward paint or varnish surface to prevent further attacks.

**CARPENTER ANTS** climb freely, prefer rotted wood, usually tunnel into porches. They leave heaps of sawdust as indication of their presence. If location of ants' exit holes can be found, blow chlordane dust into them or use chlordane spray over surface. If chlordane is not available use DDT.

## FOOD-ATTACKING INSECTS

**INDIAN MEAL MOTH**, if present, is first combatted by destroying food that has been invaded. Clean shelves thoroughly and spray with 5% DDT solution. Do not use DDT directly on food. Pyrethrum or allethrin, a synthetic pyrethrum, should be sprayed around containers where food is stored.

**CONFUSED FLOUR BEETLE** and other pantry pests should be treated in the same way as Indian meal moth.

**COCKROACHES** carry disease germs, should be treated by applying chlordane in spray or powder form to all cracks and crevices. This lasts four to five weeks. Pyrethrum sprays are effective but must be used often because they have no residual effect. They are, however, safer if people, food or pets might be contaminated.

**ANTS** are killed by chlordane. Spray is best as it sticks to surfaces where ants walk.

## ATTACK MAN AND ANIMALS

**HOUSEFLIES**, currently resistant to DDT, are mainly controlled by using pyrethrum, the quick killer, in combination with DDT or methoxychlor which have residual effects. Aerosol bombs of such compounds are best. For fly prevention keep windows and doors screened, clean up around house, especially by garbage cans. Dispose of garbage promptly.

**FLEAS** on dogs may be killed by rubbing under hair with 10% DDT powder or pyrethrum powder. Use only pyrethrum on cats as they lick themselves and DDT taken internally is poisonous. Spray flea-infested areas with DDT spray.

**MOSQUITOES**, while some are resistant to DDT, may still be controlled if screens and doors are sprayed with DDT. Or chlordane, lindane or methoxychlor may be used to spray entrances. (This treatment also helps keep out flies.) Also apply DDT to lawns and outdoor areas. Compressed-air sprayer is best, not aerosol bomb. For killing mosquitoes indoors use pyrethrum spray. Since mosquitoes breed in water and are attracted to eaves' troughs, stagnant ponds, ornamental pools, goldfish ponds, use DDT spray or kerosene on standing water around house but not in pools with fish or near drinking water.

**WASP NESTS** should be sprayed with 2% oil-base chlordane or 5% DDT or plain kerosene, always after dark. Indoors, use pyrethrum aerosol.

**CONTINUED ON PAGE 19**





## this diamond

was well known during the mid-19th century  
...on the fashionable two-headed  
German playing cards.

## this diamond

is well known the world over today. It's the label  
for the gin that's **dry**, naturally dry...**clear**,  
crystal clear...the **right proof**, 90 proof...  
and the **right taste** for perfect mixing.

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GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO

THE INTERNATIONAL GIN distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil and Chile.





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FEEL THE SILENT SWEEP OF EAGER V-8 POWER



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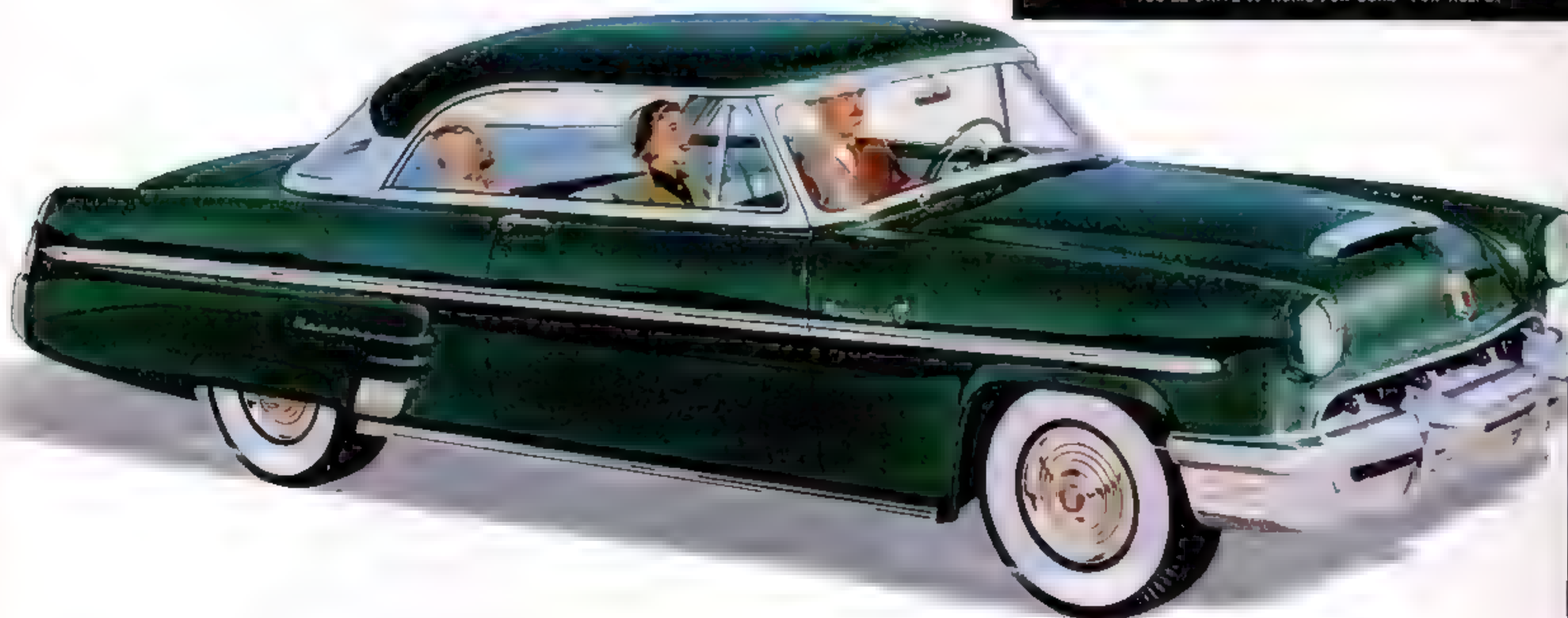


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**G**O AHEAD! Put it through every test in the book. For power, get-away, or easy handling. For "cornering," comfort, or nimbler parking. For beauty, inside and out—for proved economy. You name it—you try it—Mercury's got it!

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## MERCURY



*Symbolizing the Progress of Ford Motor Company's 50th Anniversary: "50 Years Forward on the American Road"*



## Insects CONTINUED

**BEDBUGS**, though generally found in bedrooms, may overflow into adjoining rooms. Surrounding walls and woodwork often become infested. Spray DDT on bed and in hiding places. They are easy to kill but work is required to eliminate them altogether.

**CHIGGER MITES** (which are not really insects but of the Arachnida group) infest overgrown areas. Cut down weeds, briars, allow sunlight to enter, treat grounds with chlordane spray. It is the fluid chiggers inject into person's skin, not the mites themselves, that cause the severe itching and burning. Scratching that follows chigger bites may cause blisters and rash. Treat self around ankles, openings in clothes with dimethyl phthalate or Rutgers 612.

### FABRIC-ATTACKING INSECTS

**CLOTHES MOTHS** prefer dirty clothes, so clean or wash everything before storing. Best prevention is to put everything in containers as airtight as possible with paradichlorobenzene crystals. Spray closet walls or shelves, floor under furniture with chlordane or lindane. Spray DDT or silicofluoride on furniture, rugs and other nonwashable materials. New EQ-53 makes it possible to mothproof woolens while washing them.

**CARPET BEETLE**, black and common species, are best killed with chlordane. Methods used to kill moths, such as spraying walls, shelves, furniture, will also discourage carpet beetles. But cold storage does not kill beetle larvae as it does larvae of moths.

**SILVERFISH** are killed by spraying with DDT or chlordane around baseboards, doors, windows, closets, and also basements and attics where pipes go through floors and walls.

### NUISANCE INSECTS

**CLOVER MITES** should be sprayed directly with pyrethrum when found flying indoors. Best time to kill them and rid the house of them is in the fall.

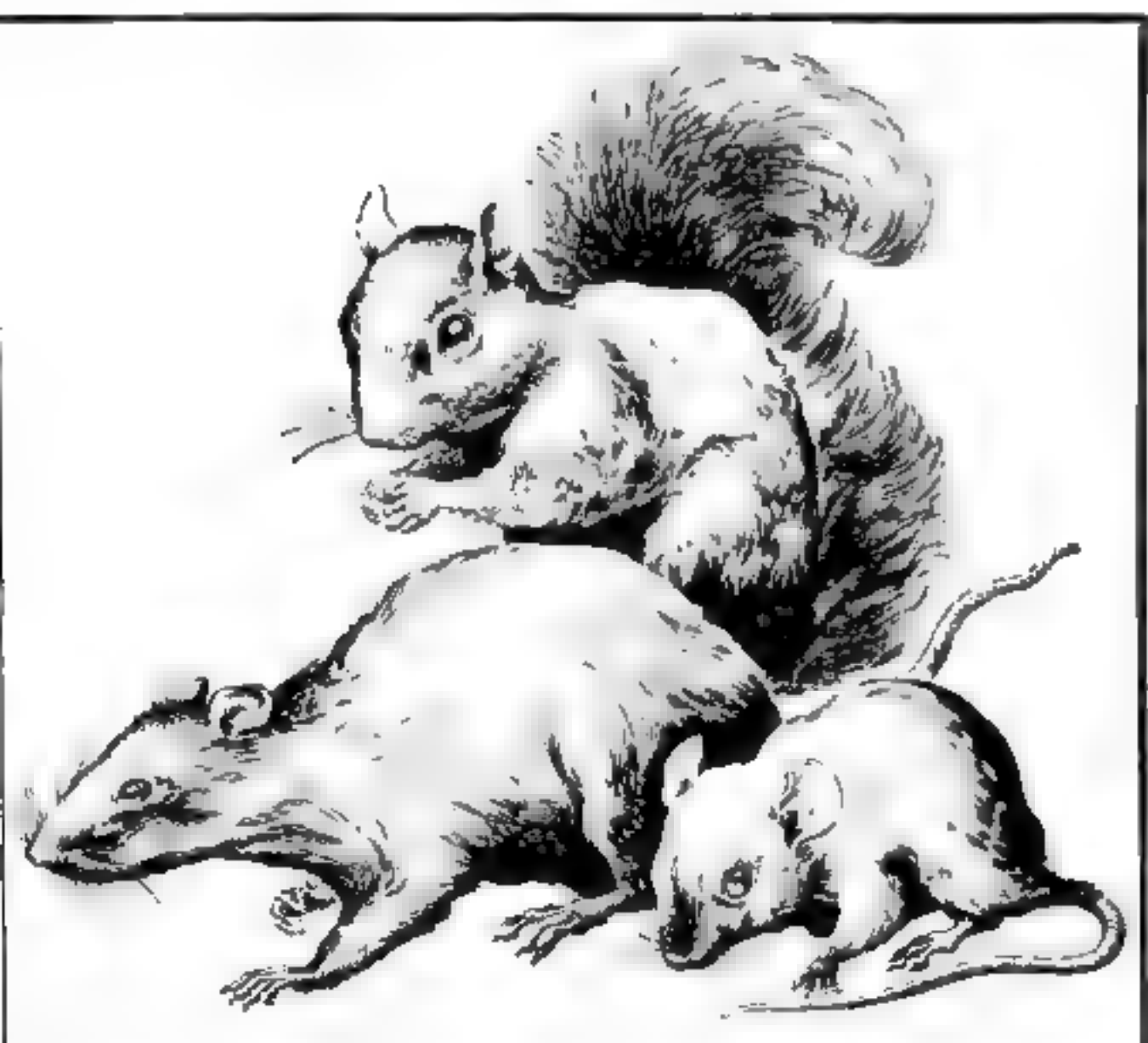
**CENTIPEDE** will die if sprayed directly with pyrethrum or allethrin.

**HOUSE SPIDER** hides in sheltered part of web. Spray with chlordane.

**EARWIG** is controlled by spraying noticed haunts with DDT or chlordane.

**BOOKLICE** are better prevented than killed. Main thing is to lower humidity, eliminate mold on which they feed. Spray chlordane in hiding places.

**CRICKETS**, if admired, may be shooed outdoors. Use DDT or chlordane around entrances to keep them out of house, and around baseboards and closets where they may live.



### MOST DESTRUCTIVE RODENTS

**RATS, MICE AND SQUIRRELS** cause untold damage to people and ruin about \$150 million worth of household goods every year. Warfarin is the best new rodenticide for rats and mice. Put it around house or cellar in protected trays and replenish often so rodents have frequent feedings. It causes them to hemorrhage to death. Traps are still effective baits for mice; the trick is to use enough of them—a dozen or more. Sprinkle with candy or peanut butter in preference to cheese. Squirrels in attics may be got rid of with paradichlorobenzene crystals. Trap them in steel traps baited with nut meats.

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- Prevents punctures because it seals as it rolls.
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On vacation shopping list, write word: "COOLIES". Right! COOLIES, Campana's Facial Cleansing Pads. Dainty cotton disks, saturated in Dreskin skin cleanser and freshener. One pad removes make-up, dirt, grime in seconds. Wonderfully refreshing on hot, windy, dusty, humid days. Convenient-to-carry jar. At cosmetic counters, 29¢.

FOR THE **WHITEST** SHOES

DEMAND  
**HOLLYWOOD**  
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RICHMOND HILL 15, N.Y.

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and other leading variety stores.

**A. WILHELM CO.**  
Reading, Pa.

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**STOP ITCHING** with this excellent new treatment for ivy, oak or sumac poisoning. It's gentle and **SAFE** for children and adults, quickly dries up the blisters—often within a day. At druggists, 69¢

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\*As of April 1, 1953



"It has lasted five times as long as any previous battery—has outlasted the service life of two cars and is now in its third—has had no recharge. Our patrol cars work 24 hours a day and have such extra electrical equipment as sirens, flashing lights and two-way radio."

Frank R. Whitten, Chief  
South Portland (Maine) Police Dept.



EVERYBODY'S TALKING about the sensational new Exide Ultra Start battery. Police departments, taxicab companies, and truck operators have hailed its extra ruggedness...extra long life. Think what Ultra Start's record in hard service means to the car owner who wants a battery that assures both dependability and long life!

Go to your nearest Exide dealer today. Ask him to give you a free battery test and to tell you more about the many amazing new features of this rugged, longer-lasting Ultra Start battery. The Electric Storage Battery Company, Philadelphia 2, Penna.; Exide Batteries of Canada, Limited, Toronto.

# WHEN IT'S AN **Exide** ...YOU START

"EXIDE" and "ULTRA START", Reg. T. M. U. S. Pat. Off.





ON HIS PROPERTY Midgie is held by his caretaker. Front porch is as far out as she can take him.

## Big Shot Alley Cat

### MIDGIE IS HEIR TO A \$9,000 HOUSE IN OMAHA

Ten years ago just when Mr. and Mrs. Francis A. Putman of Omaha, Neb. needed a pet most—they were grieving over the death of their previous cat—Midgie showed up on the front lawn. A gray striped alley cat, he was not the affectionate kind. But the Putmans, elderly and childless, took him into their home. Today Midgie is owner of the home, a six-room, two-story house (*above*) valued at about \$9,000. When his wife died in 1951, the lonely Mr. Putman's only companions were Midgie and a nurse, Mrs. Gertrude Ritner. He read H. Allen Smith's story of Rhubarb, the cat who inherited a baseball team, and determined that Midgie should have some property too. Four months ago Mr. Putman died, at 74, and deeded his

home to Midgie. Mrs. Ritner was to act as trustee and for her trouble to receive the house after Midgie's death.

In his deed Putman stipulated that Midgie "will have access to all rooms at all times. He will not be permitted outside the house and front porch. He shall be given the same food as at present, *i.e.*, salmon and liver sausage, with milk at night. If Midgie gets out and lost . . . the property shall revert to Mrs. C. A. Lemley, my niece." Putman's will had named Mrs. Lemley of St. Louis and another niece, Mrs. Ethel Ruby, as recipients of his home, and for weeks after the old man's death it appeared as if his tomcat beneficiary might have to fight in court for his right to the house (*next page*).



INDEPENDENT CAT, Midgie does not like to be petted. "He doesn't even like me," says Mrs. Ritner.



Once upon a time there was a genuine synthetic prince. His name was Dacron. He was strong. He was handsome. He was versatile. He'd even been on television. But still he was unhappy. He felt he was missing something. But he didn't know what. So he went to see the old family psychiatrist. The doctor stroked his goatee and told him: "You're living too artificial a life. Get out of that laboratory and find yourself a mate. It'll make a world of difference in the way you look and feel."



So Prince Dacron donned his neon crown and made a scientific search. But it was no use.

Downhearted he shed a test-tube tear. He was just about to give up when he saw HER and fell head over electrons in love. He heaved a synthetic sigh and clanked, "It had to be ewe." He proposed, "Lambikins, be mine and you'll never have to worry about wrinkles. I'll make you stronger, lighter, and cooler, too. You'll live to a magnificent old age. And you'll never have to fear wet weather again."

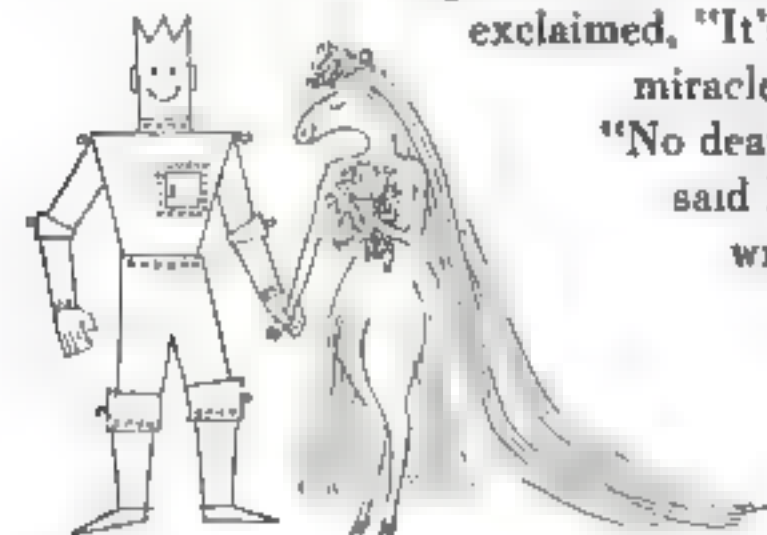
She made sheep's eyes at him, promised to love him forever, and to give him her wool-soft hand. She



plighted to share her famous affinity for fine tailoring. She vowed that her rich and luxurious beauty would henceforth be his.

In time they were blessed with an heir, who combined the best qualities of both. Richness and resilience. Style and strength. Luxury and long life. At first

sight, Prince Dacron exclaimed, "It's a miracle!" "No dear," said his wife,

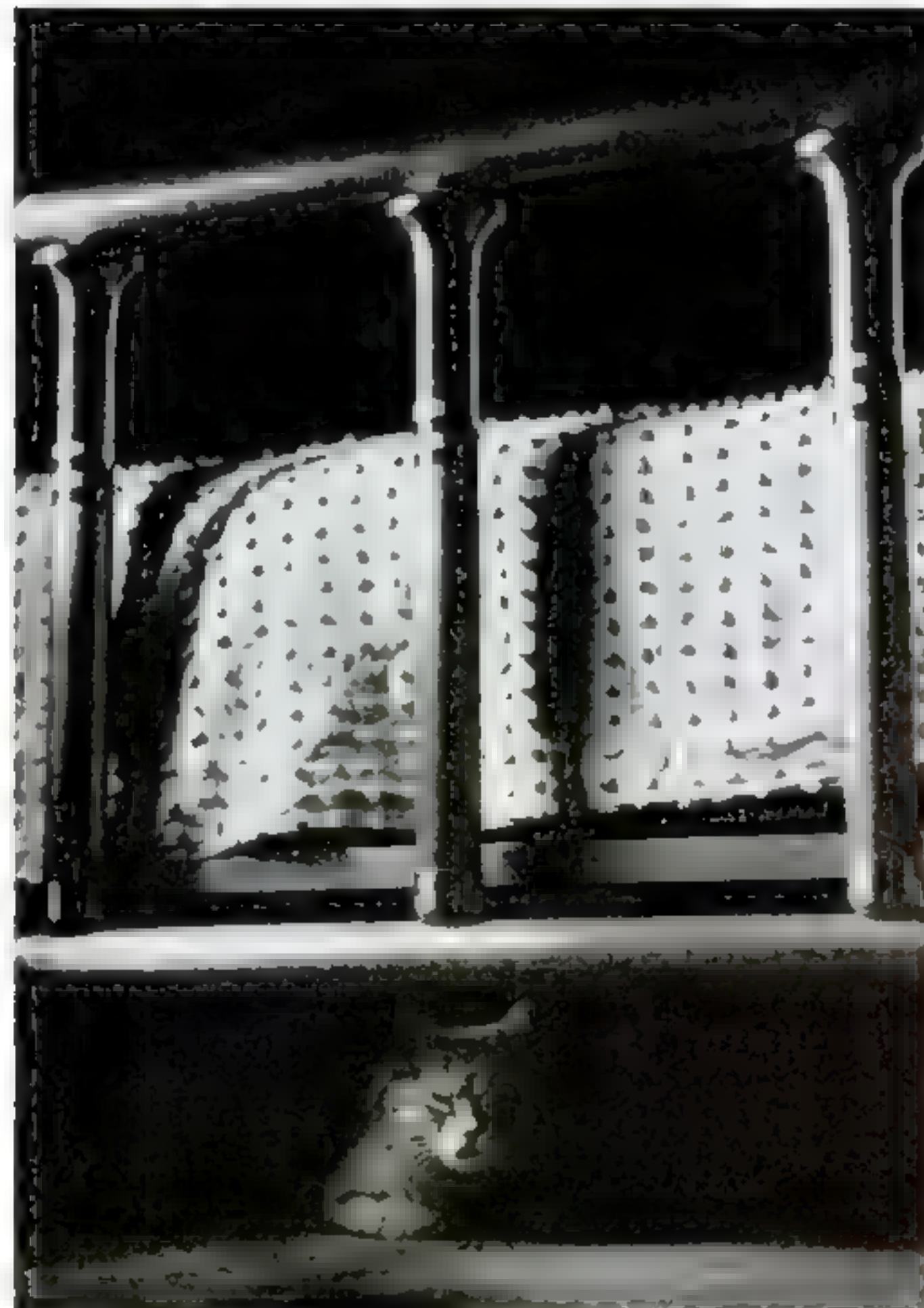


"It's a Viracle\*." And they were both right. The picture of the 45% wool, 55% Dacron Viracle suit (of Visa fabric by Milliken) that appears elsewhere in this issue shows you why. But better than a picture is the Viracle in action. Why not visit your HART SCHAFFNER & MARX dealer soon and adopt one.

\*Reg. U. S. Pat. Off. HS&M, Chicago, Ill.  
© 1963 Hart Schaffner & Marx



MIDGIE'S RIVAL for Perkins home, Mrs. Ruby (left) and her attorney, Edith Beckman, leave probate court after deciding not to contest the will.



MIDGIE'S PLEASURE consists mostly of snoozing under bed and eating. Finicky, he refuses to eat his braunschweiger sausage unless it has garlic on it.

RENOWNED  
'ROUND THE WORLD

COOK'S  
Imperial  
AMERICAN  
Champagne

PARIS 1875  
FRANCE 1889  
LOUISVILLE 1893

America's traditional  
toast for over 100 years  
...Dry...Extra dry...Brut

American Wine Co., St. Louis, Mo.

NEW 2-IN-1 CLEANER  
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WITH HARTON-DRIVEN MOTOR



This powerful, double-duty cleaner is perfect for upstairs cleaning, last-minute tidying up... ideal for the smaller home, apartment or trailer.

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Westinghouse STUDIO ONE  
MEET BETTY FURNESS... FREEDOM RINGS

YOU CAN BE SURE...IF IT'S  
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## History at our Fingertips

The arrival of LIFE each week epitomizes for me the speed with which our country has grown. The very existence of such a publication is proof of our progress.

In my early days in the automobile business (about three decades before LIFE was born) I remember we staged a widely-heralded "border-to-border" endurance test for one of our cars—an old EMF. The car made it from Canada to Mexico, but in only a little less time, perhaps, than would have a good rider on horseback.

To get the car ready for this trip, engineers, drivers, mechanics and many other people worked for days and weeks. Today, thousands of American families embark in their own cars for such journeys, and longer ones, with no more preparation than a casual "fill 'er up" to a service station attendant.

This lesson of progress reads the same way when it tells of the advances our nation has made in the communication of words, pictures and ideas—and it is driven home to me each week as I go through LIFE and see and read today's history as it is made. I am impressed by the ability of your editors to reach, almost instantaneously, into the far corners of the world for the pictures and information that are important and entertaining, and by the acumen with which the multitude of events and stories and pictures are culled and the best compressed into each issue. To have the contemporary history of the world spread weekly at our fingertips, pictorially and with commentary, is a modern-day miracle about which we too seldom think. I commend the editors of LIFE for their service to all of us.

By **HAROLD S. VANCE**, President  
The Studebaker Corporation







ELLY WORKS IN DULLES HOME WITH BATTERY OF SOCIAL REFERENCE BOOKS

## *Life's Visit*



PLOTTING THE DAY, Mrs. Dulles and Elly sort calling cards which are kept in a huge salad bowl.

# *A Social Secretary in Washington*

## DULLES JOB KEEPS COUSIN BUSY

As Washington's new Republican administration goes about its social and official business, one of the busiest unseen cogs is 27-year-old Eleanor Lansing Thomas, social secretary to Mrs. John Foster Dulles. Working in the home of the Secretary of State, who is her distant cousin, Elly Thomas spends her days pursuing protocol with the State Department, arranging for diplomatic parties, nudging replies from invited guests, buying oddments for the Dulles household and supplying murder mysteries for "Cousin Foster's" bedtime reading. She sifts through the many calling cards left at the Dulleses' door, tracking down unfamiliar names to determine where she should leave cards in return.

Elly has had family training for her post, her mother having been a social secretary during the Wilson era. Having weathered an early mishap at tea when she poured cream in the lap of a South American ambassador, Elly remains unruffled despite the varied demands of her job. After four months of smoothing the home schedule of the top Cabinet member, she has begun to meet young friends and to start a social life of her own.



WEEDING TIES from batch Mr. Dulles no longer wears, she picks some for sale at charity bazaars.



BUYING CHINA, she adds pieces needed for the guests who come to breakfast meetings with Dulles.

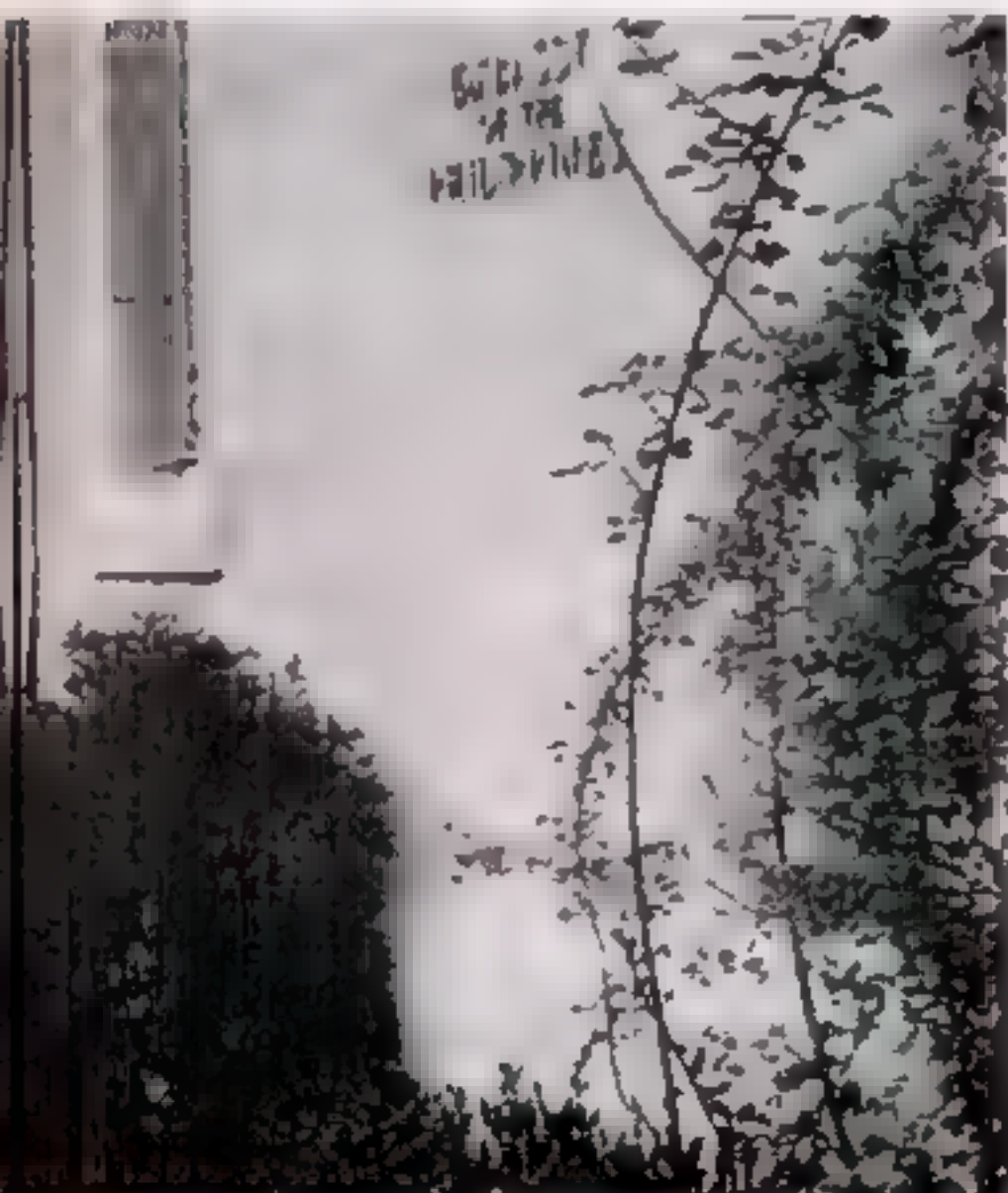


DELIVERING CARDS, Elly is driven around by Dulleses' chauffeur, stops at Philippine embassy.





AT MRS. DULLES' INFORMAL TEA FOR RECEIVING NEW CHILEAN AMBASSADOR, ANIBAL JARA (CENTER), ELY HELPS TO WELCOME AND SERVE THE GUESTS



Leaving calling cards, a custom still prevalent in Washington, is a substitute for a personal visit



HOLDING COAT at the airport, she sees Dulles off for his quick trip to NATO conference in Paris.



COLLECTING CLIPPINGS on losses. Ely uses time while Dulleses are away to paste scrapbooks.



*Looks  
Cool!*

*Tastes  
Cool!*



# Arrow SLOE GIN FIZZ

Easy to Make with

## Arrow KREEMY HED SLOE GIN



Half fill shaker with shaved ice. One finger Arrow Kreemy Hed Sloe Gin. Juice & lemon. Barspoon sugar. Shake, strain into ordinary glass. Fizz with seltzer.

*Swell Straight Drink*

Also delicious in a rickey, with cola, or in other drinks.



ARROW KREEMY HED SLOE GIN, 60 PROOF...ARROW LIQUEURS CORP., DETROIT 7, MICH.

## Secretary CONTINUED



IN BOOKSTORE replenishing "Cousin Foster's" stock of whodunits, Elly visits briefly with Mrs. Alan C. Kirk, wife of the former ambassador to Russia.



ON SIDELINES at large Congressional Club breakfast for Mrs. Eisenhower, she rovers behind the guest of honor but did not wangle an introduction.



WITH CATERER at Avignone Freres, she goes over plans for formal dinner. Dulles kitchen is small, so food for large parties is prepared before it arrives.

CONTINUED ON PAGE 171





Enjoy Things  
Together!



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THE WASHABLE CASUALS

Her Boosterette Kedettes match

**U.S. Keds**  
*The Shoes of Champions—They Wash*

His Booster Keds in all these wonderful colors:



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## SPARTON COSMIC EYE TELEVISION

Displayed by America's better stores



for its Vivid Realism

Above, special Coronation display by John Wanamaker, saluting Sparton realism in their famous New York store this week. Model shown is the beautiful 21" Sparton Carrington.

for its Performance

**Sparton**  
cosmic eye television

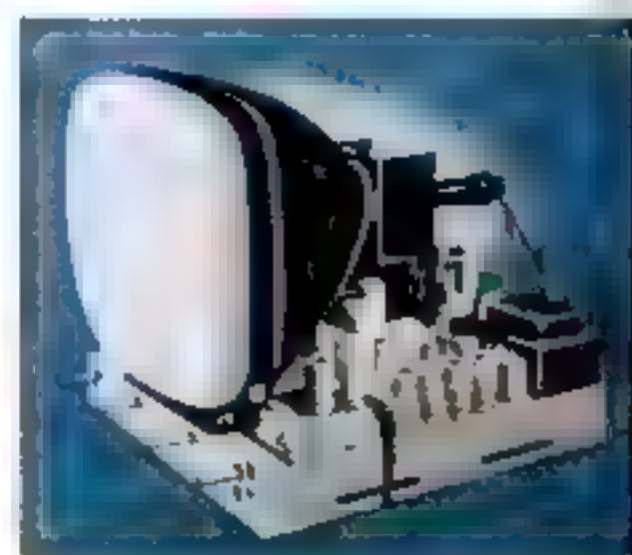
SOLD IN SUCH FINE STORES AS:  
The Dayton Company • • Minneapolis, Minnesota  
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For a new concept of TV performance, see Sparton Cosmic Eye Television. Spartons are engineered from the blueprint up to give you performance so clear it's like watching the show through an eye in the sky.



Sparton cabinets are made in Sparton's own furniture plant by some of the finest woodworking craftsmen in the world. Hand operations are the rule. Average cabinet finish is applied, rubbed, re-applied five times.



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# SHE GOES PARTYING TOO



**DRESSED FOR DANCE,** Elly sets the place cards for a formal Dulles dinner party. Not invited to dinner, she is going off to a Bachelors' Ball instead.



**QUICK CHAT** with Dulles preceded his dressing. As a member of family, Elly stayed briefly for cocktails to meet guest of honor, Vice President Nixon.



**ON HER OWN,** Elly waltzes with her date, Albert Hudes of the State Department. Her gloves are a birthday present brought back from Paris by her boss.

# LOOK at all the ways DU PONT SPONGES make cleaning **EASIER**



*So easy to clean with...  
So easy to clean after using!*

Just rinse and squeeze, and a Du Pont Sponge is clean... through and through. Thousands of scientifically sized pores hold floods of water and suds—flush clean under the tap, dry without odor! Du Pont Sponges are tough and long-lasting. Can be sterilized by boiling. In natural and four lovely colors—six handy sizes—budget-priced from 19¢. Get several today.

**LOOK** for this oval  
...it identifies the only sponge  
made by Du Pont



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

**P.S. Try a Sponge Mop!**



Easy to use;  
easy to clean.  
Ask for one  
made with  
long-wearing  
Du Pont  
Sponge.





## KING-SIZE FIST FILTER

Corporal Radnlal of Tamakhukharka, Nepal belongs to the Gurkhas, who are famed as warriors in British Empire lore. Sent to London for the coronation, Corporal Radnlal is doing something which is neither a gag nor a gesture of amazement. He is smoking India-style with

the cigaret pinched between two fingers and his fist tightly rolled into a tube. Devotees of the fist filter say that it cools the smoke, rarefies it with a wholesome mixture of outside air and makes a cigaret last longer. Nondevotees say that it is an impossible way to get any smoke.





*Other times, other tastes...*

## What made Milwaukee change its mind?

No doubt about it... modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest. Now, year after year, Blatz is the largest-selling beer in Milwaukee... far and away the favorite in the city where nearly three-quarters of the country's wonderful premium beers are brewed!

So lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans who sing: "I'm from Milwaukee and I ought to know, it's Blatz, Blatz, Blatz, wherever you go."



*Milwaukee's finest beer!*



*Today it's Blatz!*

See Amos 'n' Andy on CBS-TV...  
consult newspaper for time and channel.

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Drive safely...  
drive *refreshed*

Here's a good Rule of the Road.  
When you begin to feel tense and the steering wheel fights back,  
stop at the friendly Coca-Cola cooler.  
Pause, stretch, relax and have a Coke.  
In a minute or two you're ready to drive on safely  
...because you drive *refreshed*.